

EXHIBIT B



US005367627A

United States Patent [19][11] **Patent Number:** **5,367,627****Johnson**[45] **Date of Patent:** * **Nov. 22, 1994****[54] COMPUTER-ASSISTED PARTS SALES METHOD**[75] **Inventor:** **Jerome D. Johnson, Mankato, Minn.**[73] **Assignee:** **Clear with Computers, Inc., Mankato, Minn.**[*] **Notice:** The portion of the term of this patent subsequent to Feb. 1, 2011 has been disclaimed.[21] **Appl. No.:** **133,986**[22] **Filed:** **Oct. 12, 1993****Related U.S. Application Data**

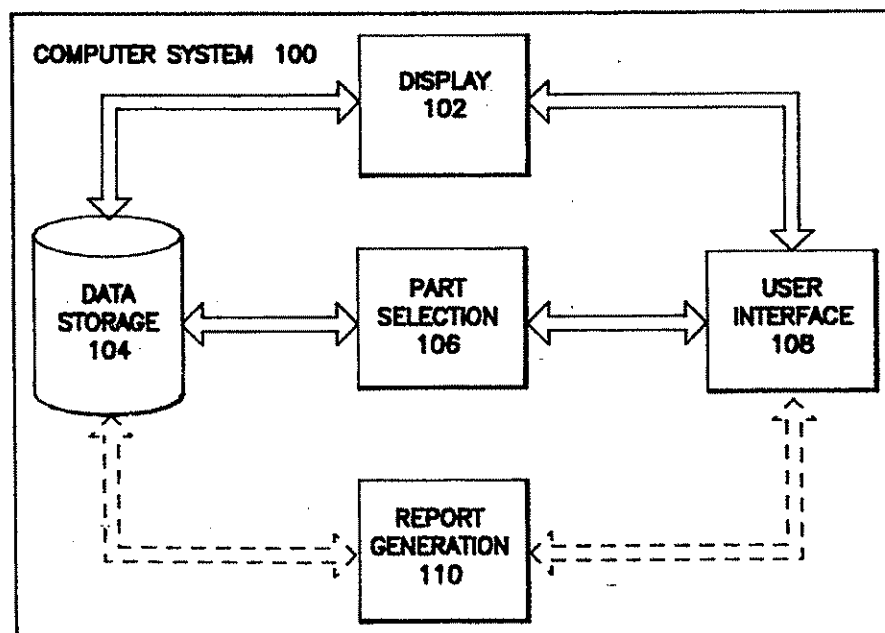
[63] Continuation of Ser. No. 959,525, Oct. 13, 1992, Pat. No. 5,283,865, which is a continuation of Ser. No. 435,809, Nov. 13, 1989, abandoned.

[51] **Int. Cl.⁵** **G06F 3/14; G06F 15/24**[52] **U.S. Cl.** **395/161; 364/401; 395/147**[58] **Field of Search** **395/161, 156, 160, 147; 364/401, 403; 434/373, 365, 367, 428****[56] References Cited****U.S. PATENT DOCUMENTS**

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A computerized system provides a salesperson with assistance related to training and sales of parts corresponding to particular products. More particularly, a computerized system incorporating a data storage device, a display apparatus, a part selection device and a user interface mechanism enhances the efforts of a parts salesman. The data storage device electronically stores graphic and textual partsrelated information including specifications, features and customer benefits. The display apparatus electronically displays portions of the graphic and textual information in order to provide training and sales assistance related to part features and customer benefits. The part selection device electronically selects a particular part by navigating through part choices menus based on stored part specifications. The user interface mechanism controls the operation of the display apparatus and the part selection device parts so that each of the respective parts are operatively coupled and related to one another.

15 Claims, 74 Drawing Sheets

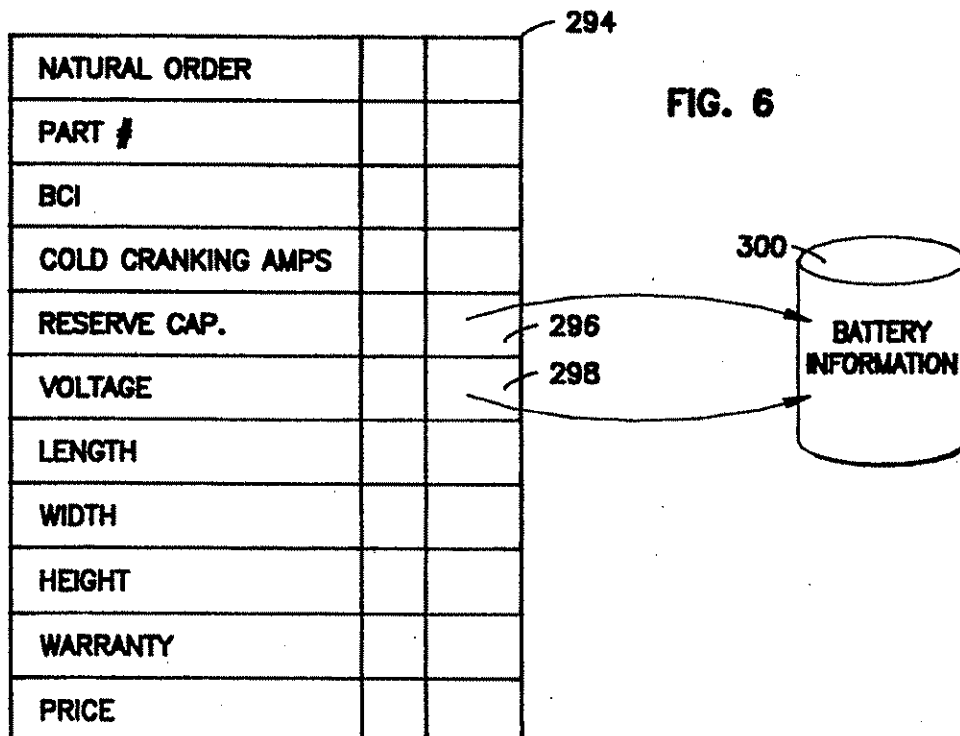
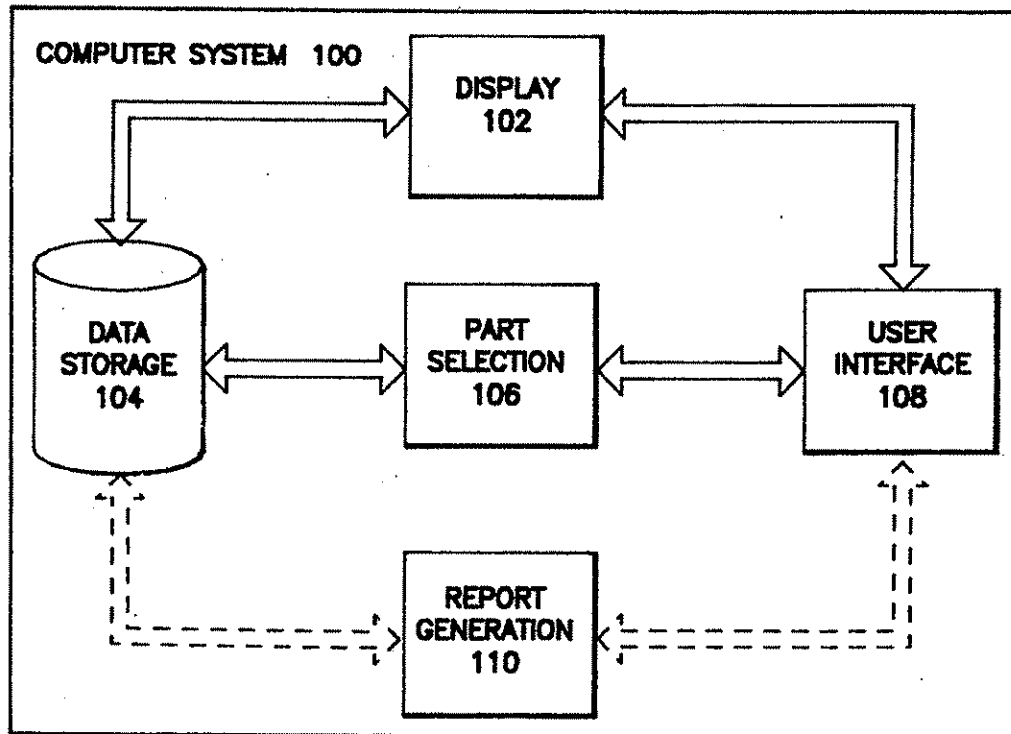
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FIG. 1



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FIG. 1A

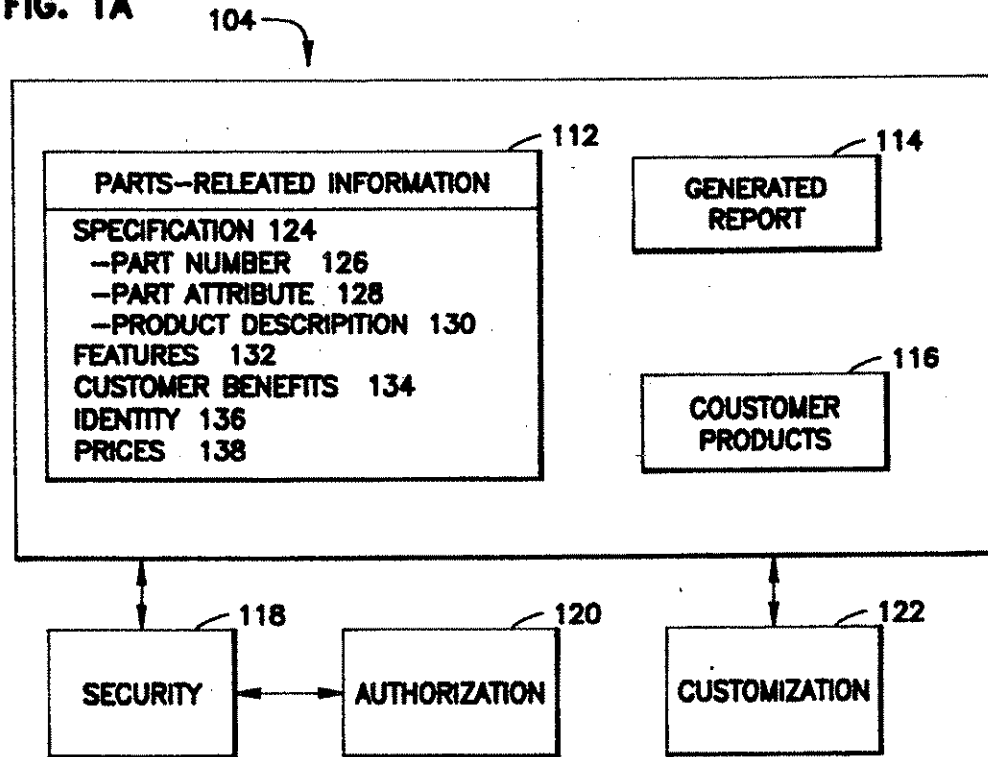
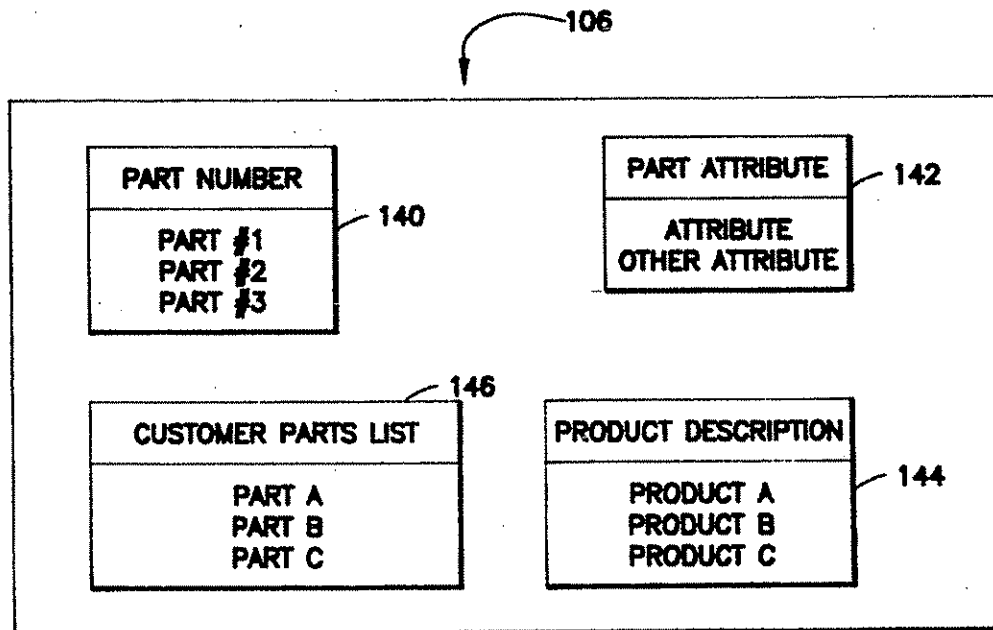


FIG. 1B



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FIG. 1C



SEQUENTIAL DISPLAY GENERATION	148
- COLOR SEQUENCE GENERATION	150
- CUSTOMIZED TEXT DISPLAY GENERATION	152
- CUSTOMIZED SEQUENCE GENERATION	154
ANIMATED DEMONSTRATION GENERATION	156

FIG. 1D



DEALER PERSONALIZATION	157
CUSTOMER PERSONALIZATION	158
RETRIEVE STORED REPORT	160
UPDATE REPORT	162
PRINTED GRAPHICS GENERATION	164
PRINTED COLOR GENERATION	166

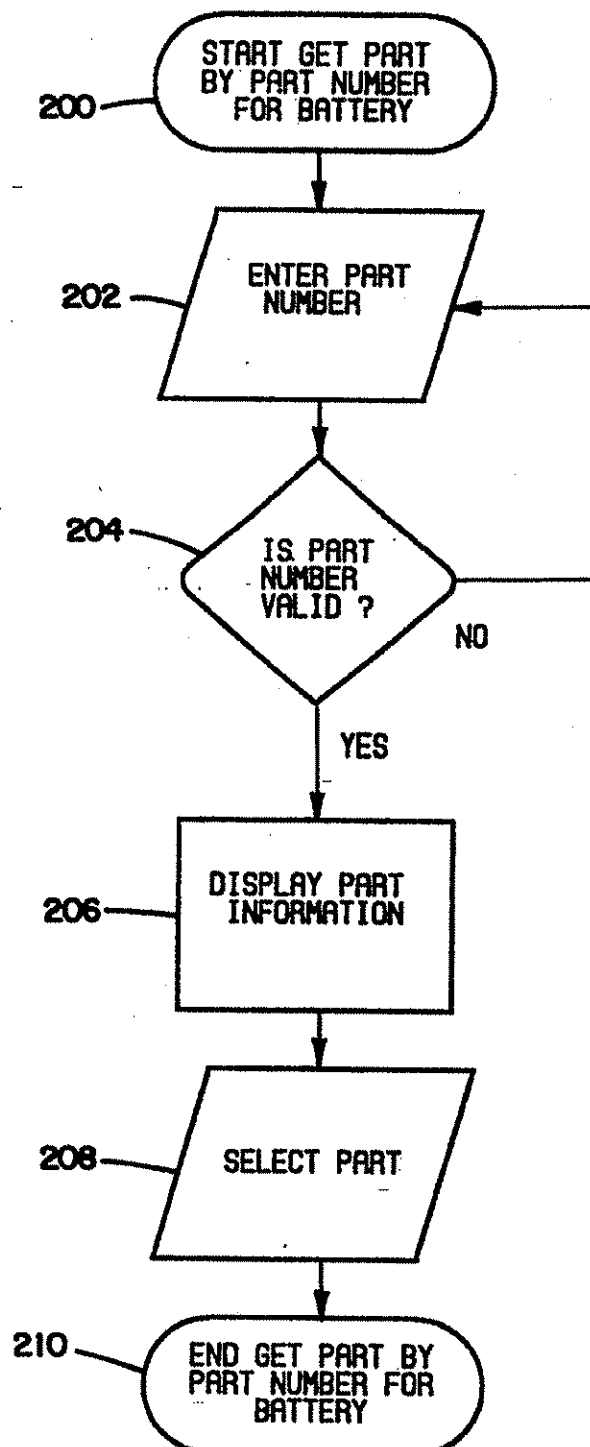
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FIG. 2



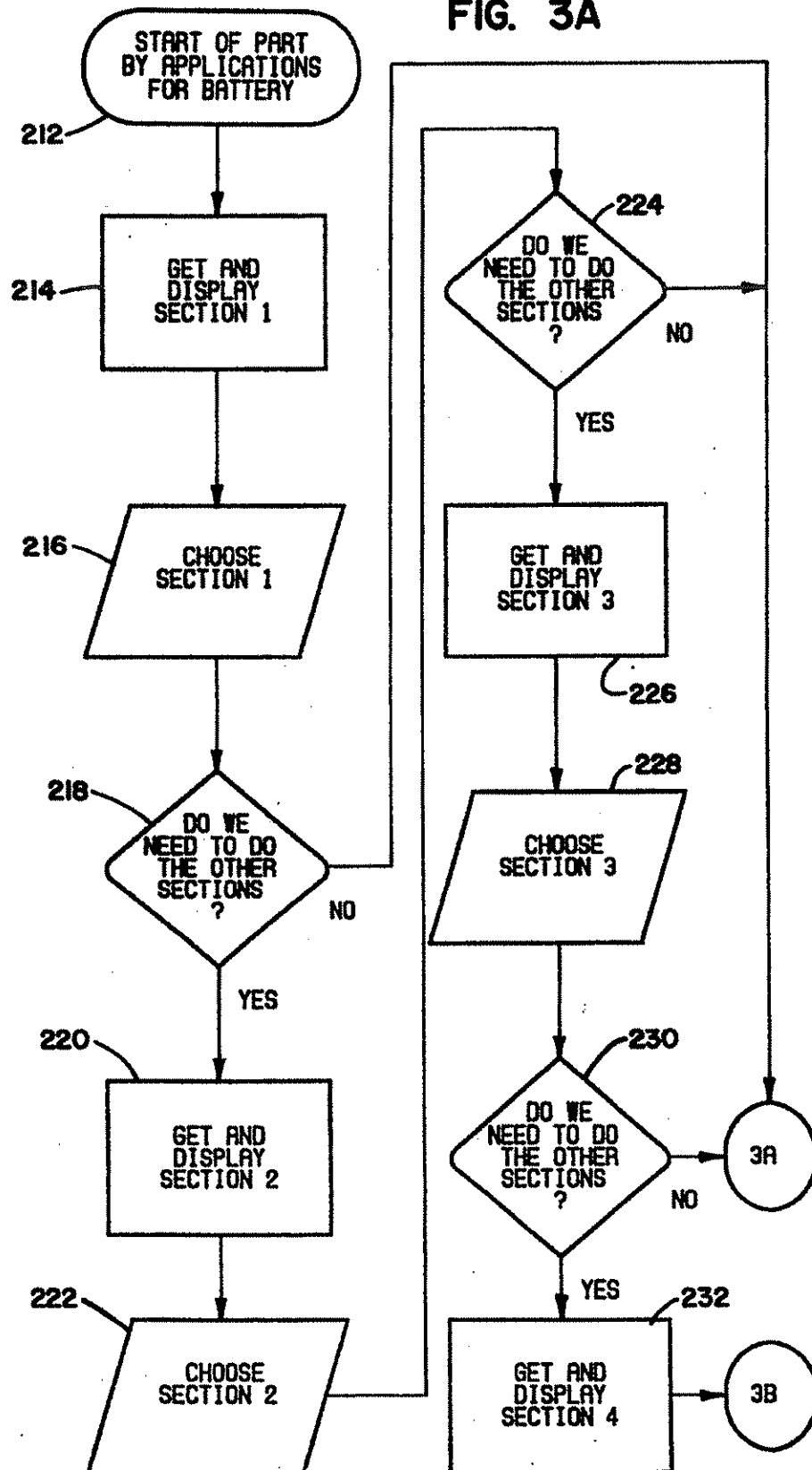
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FIG. 3A



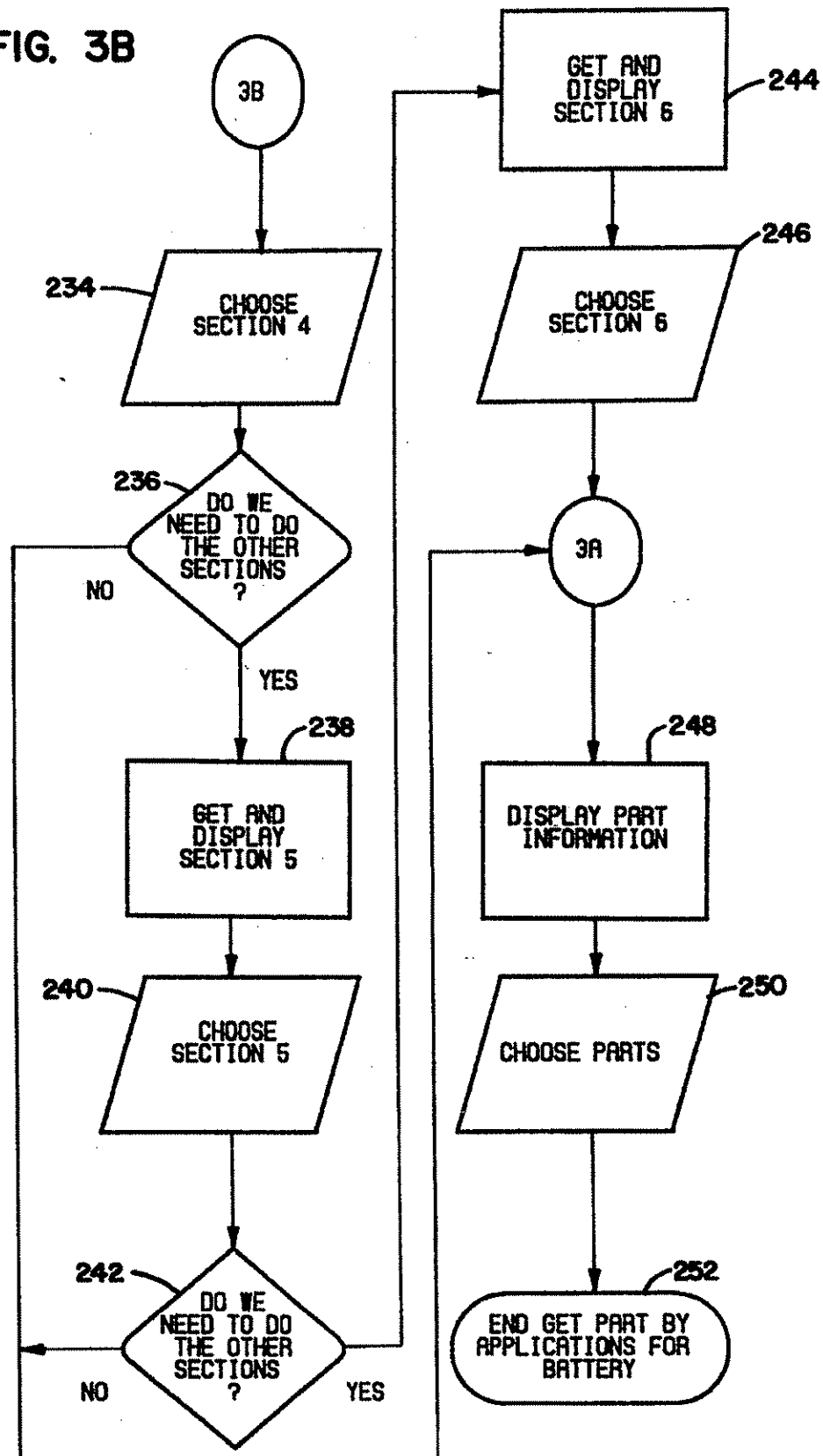
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FIG. 3B



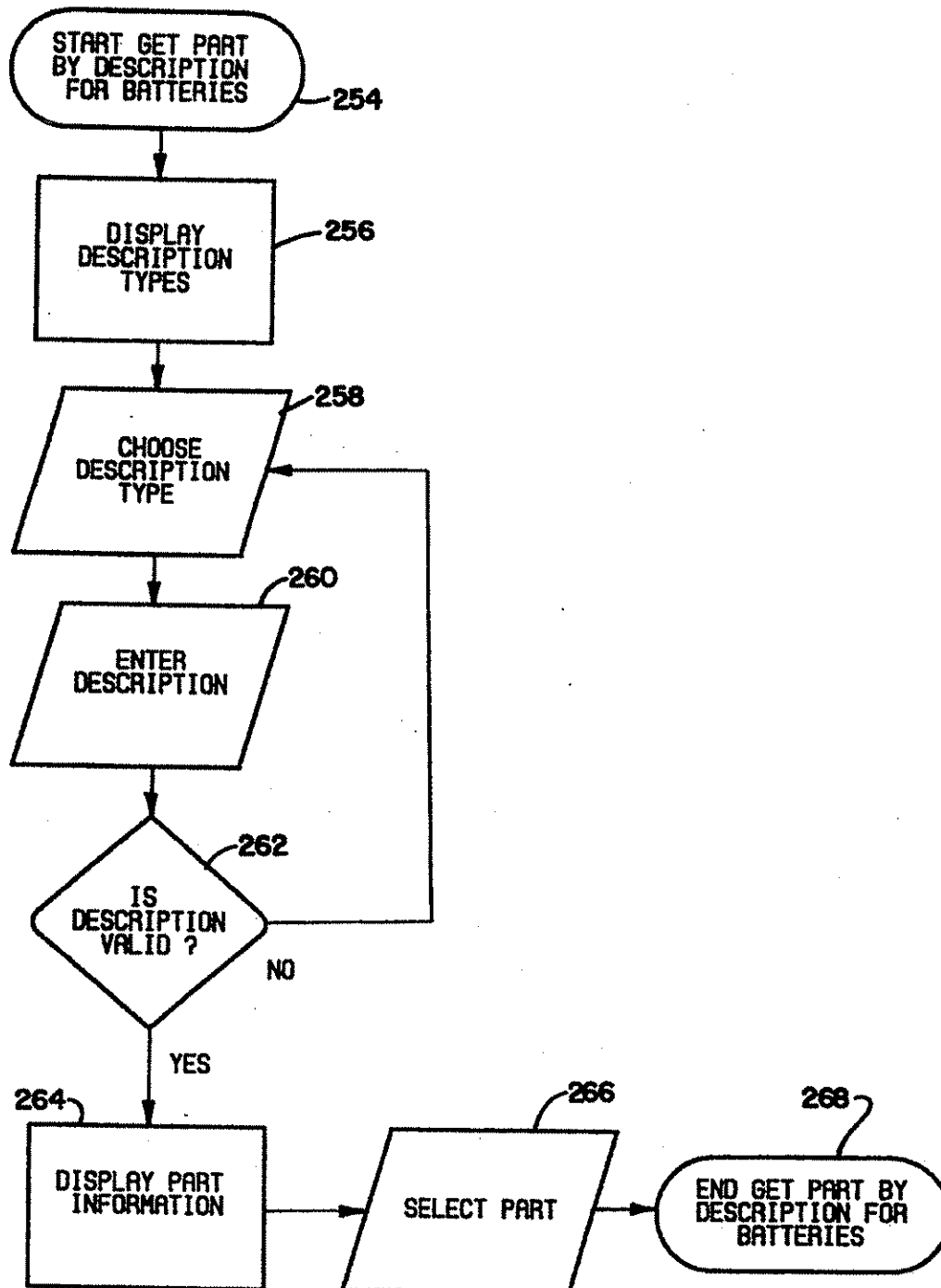
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FIG. 4



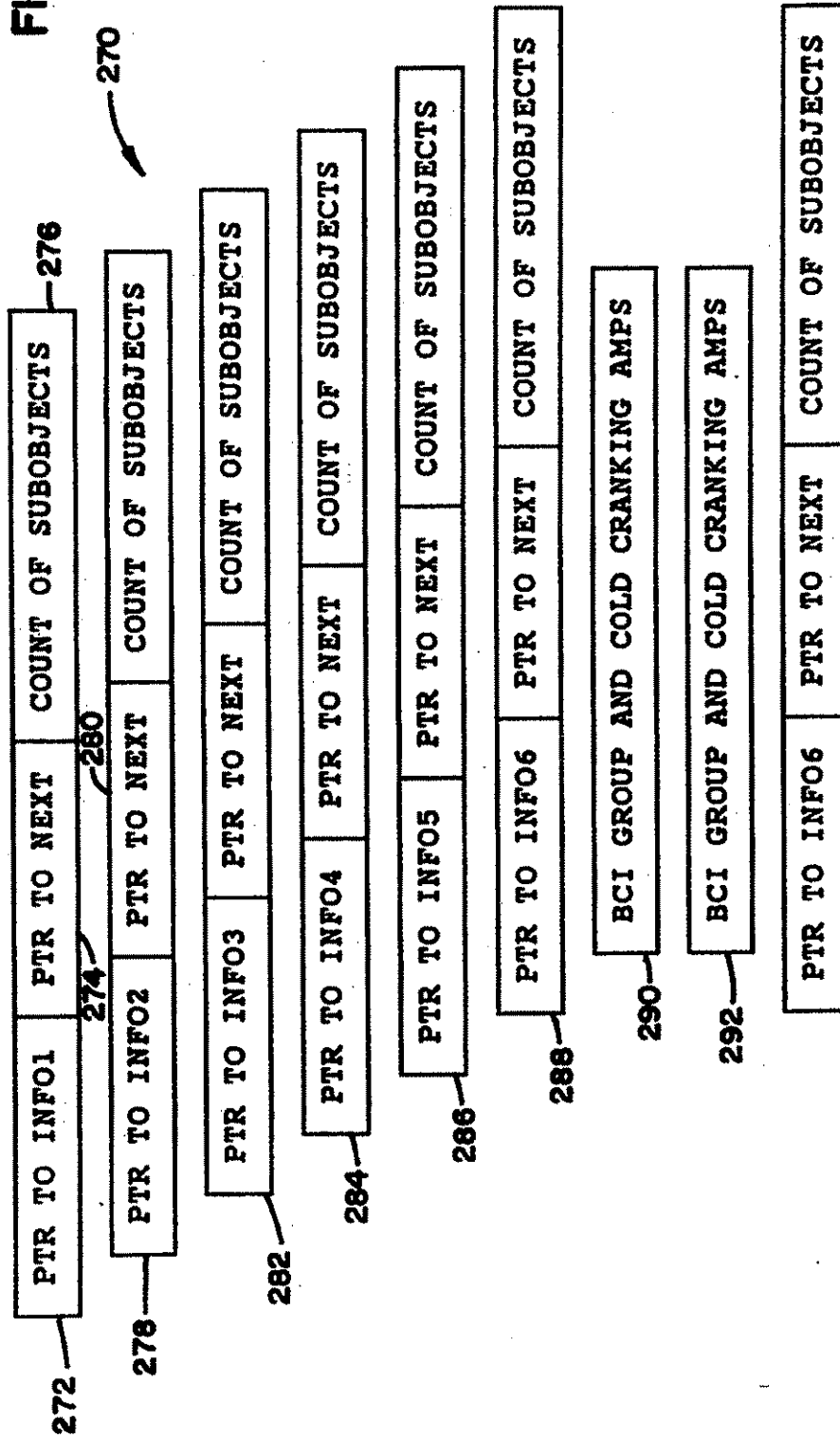
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FIG. 5



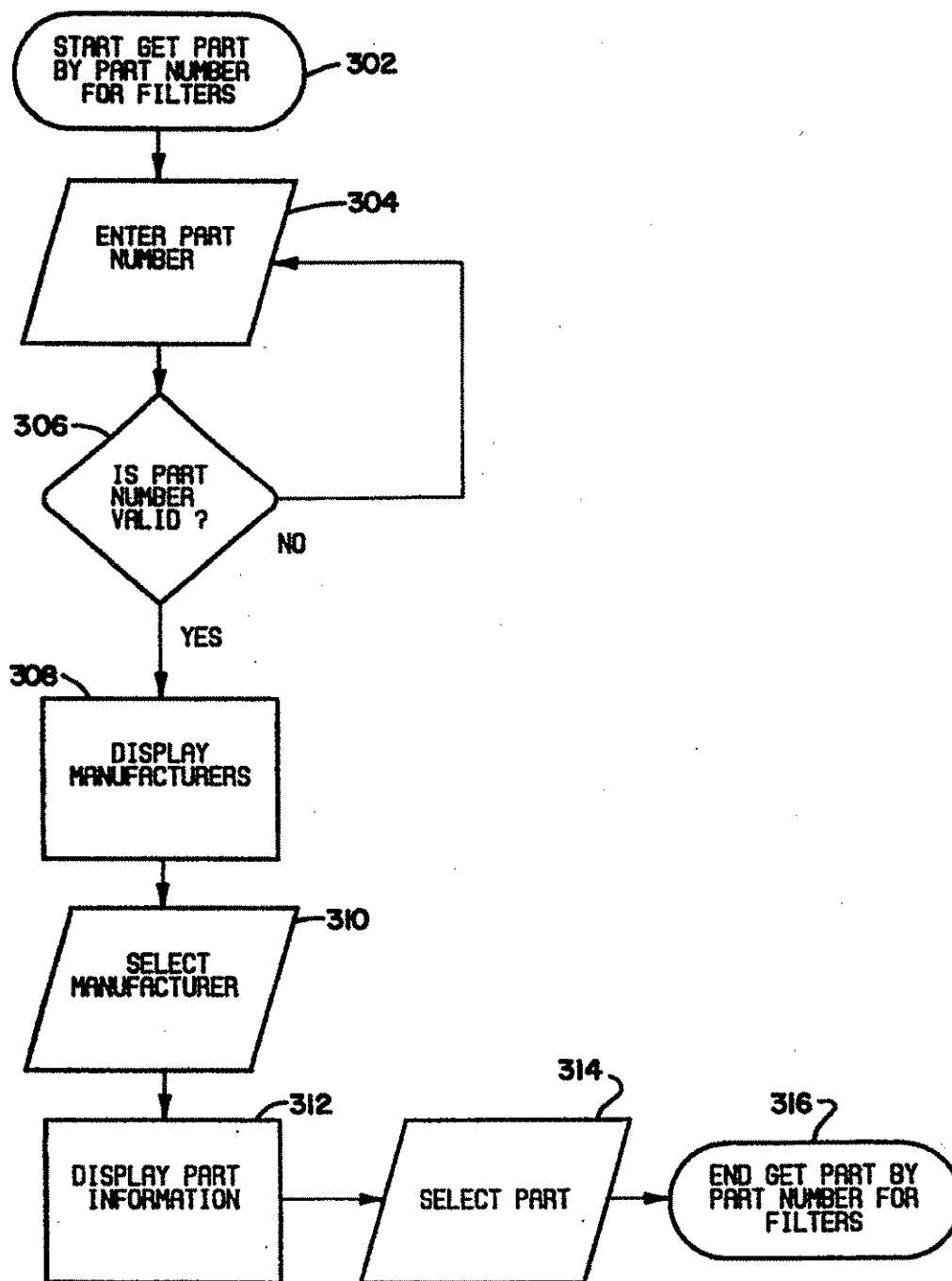
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FIG. 7

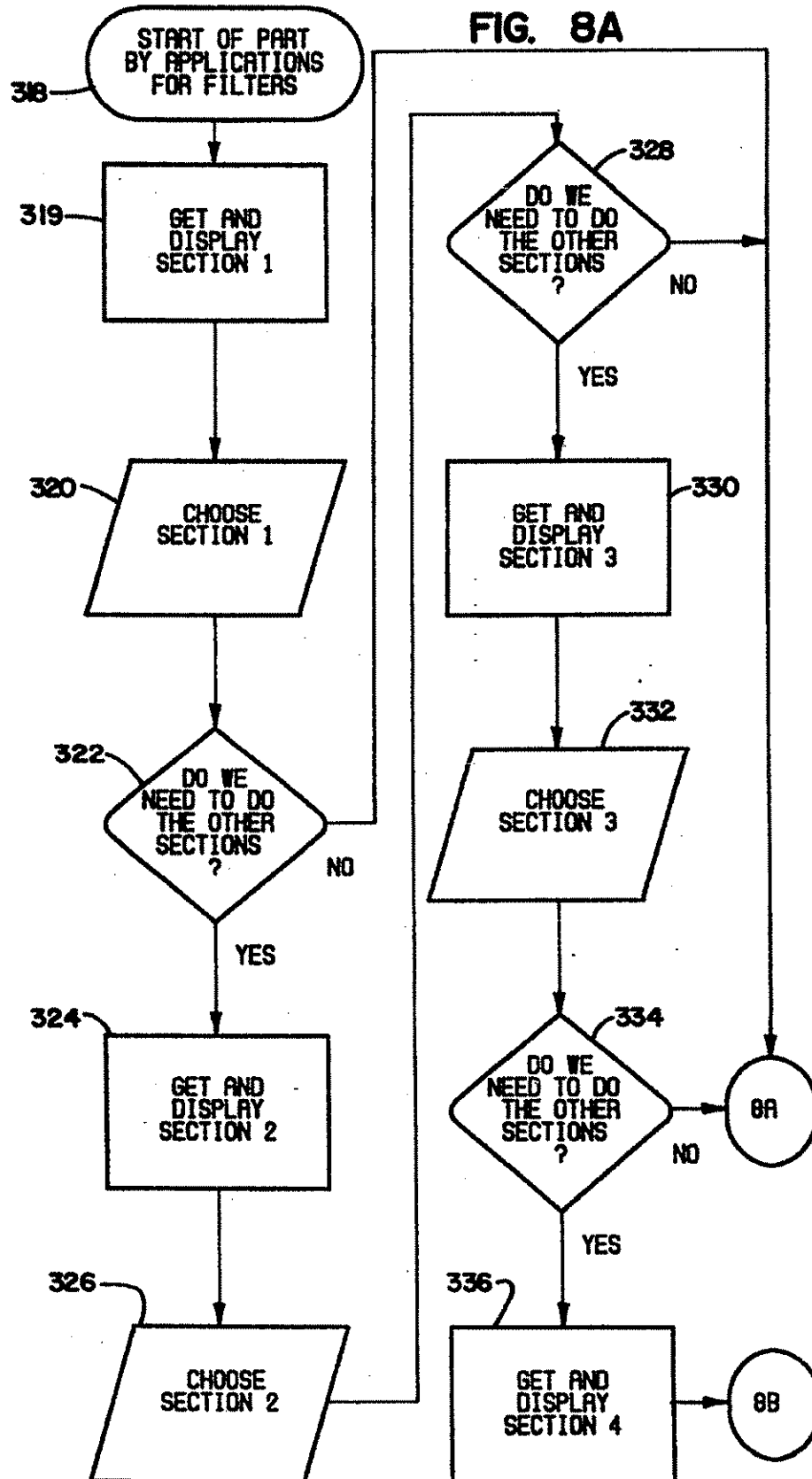


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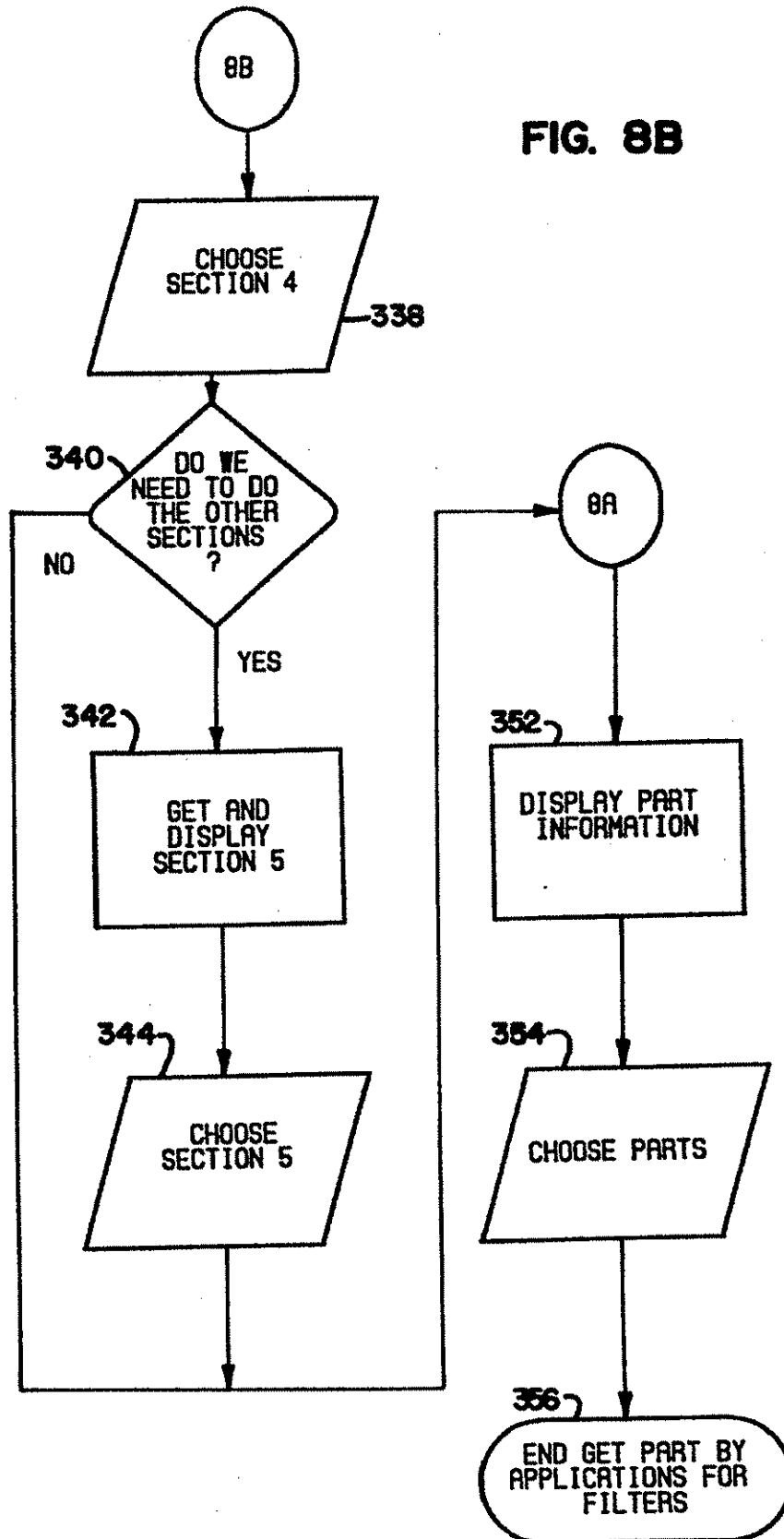
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FIG. 8B

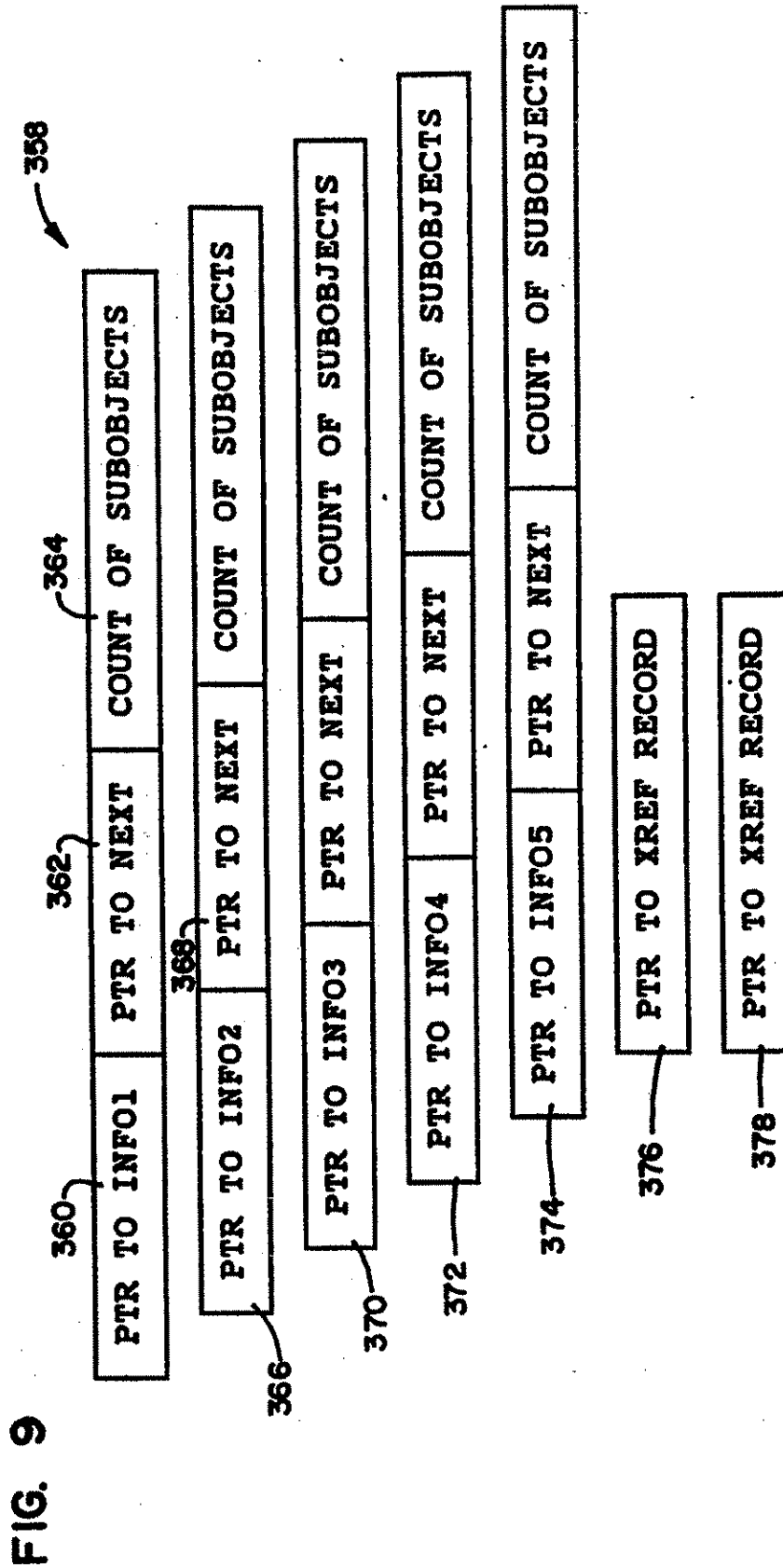


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FIG. 10

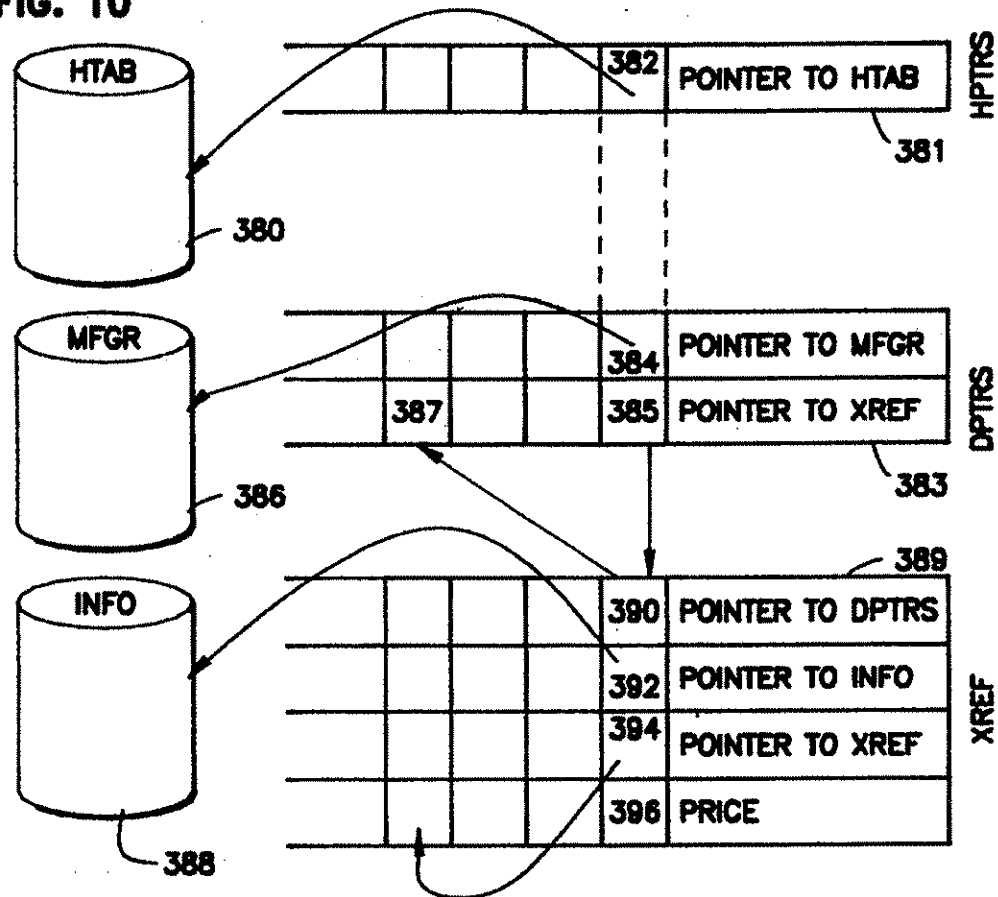
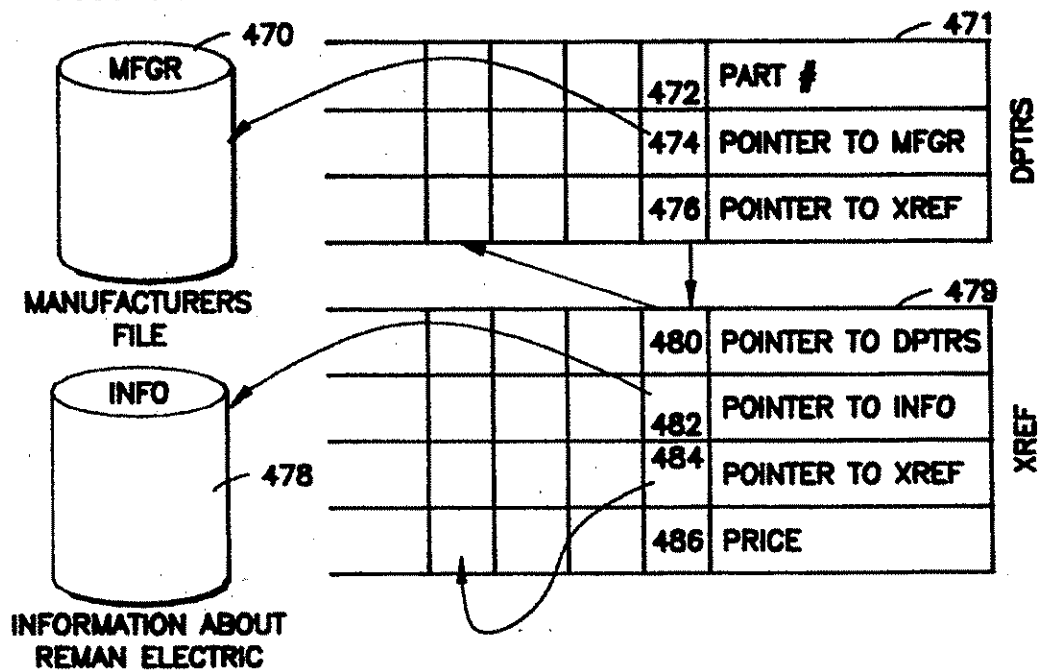


FIG. 14



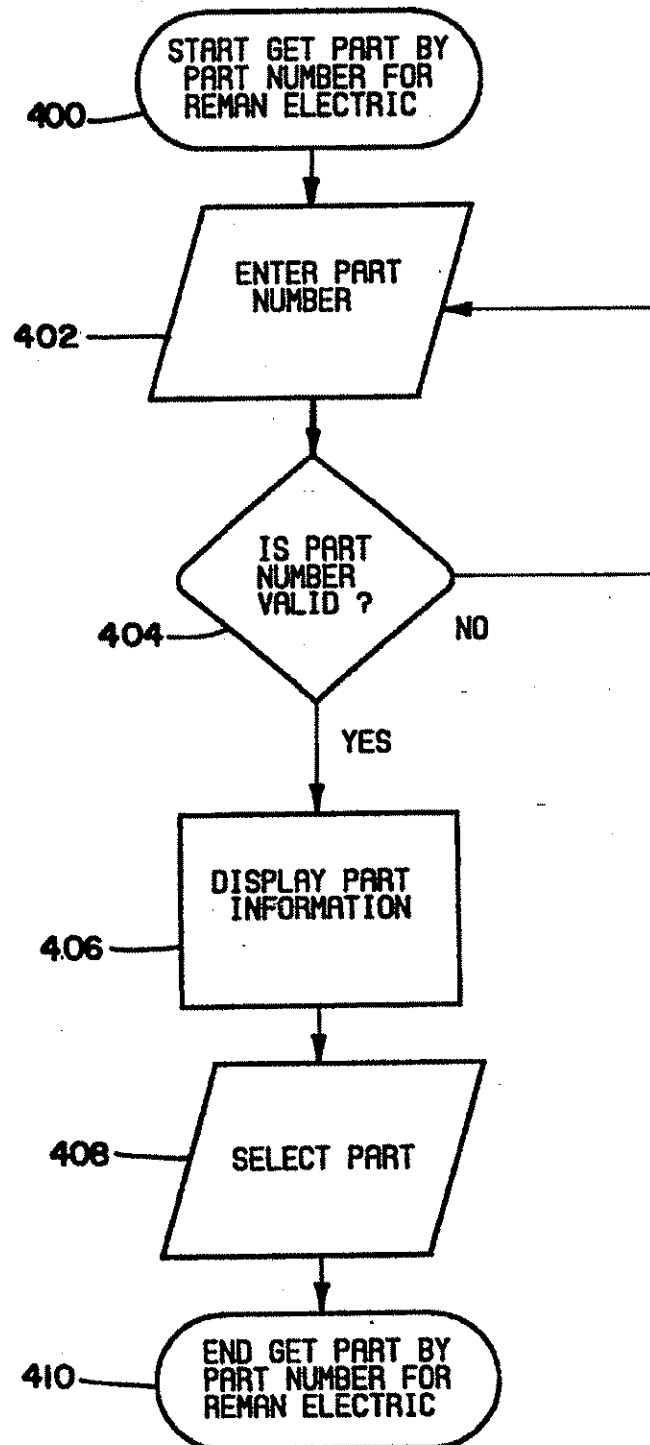
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FIG. 11

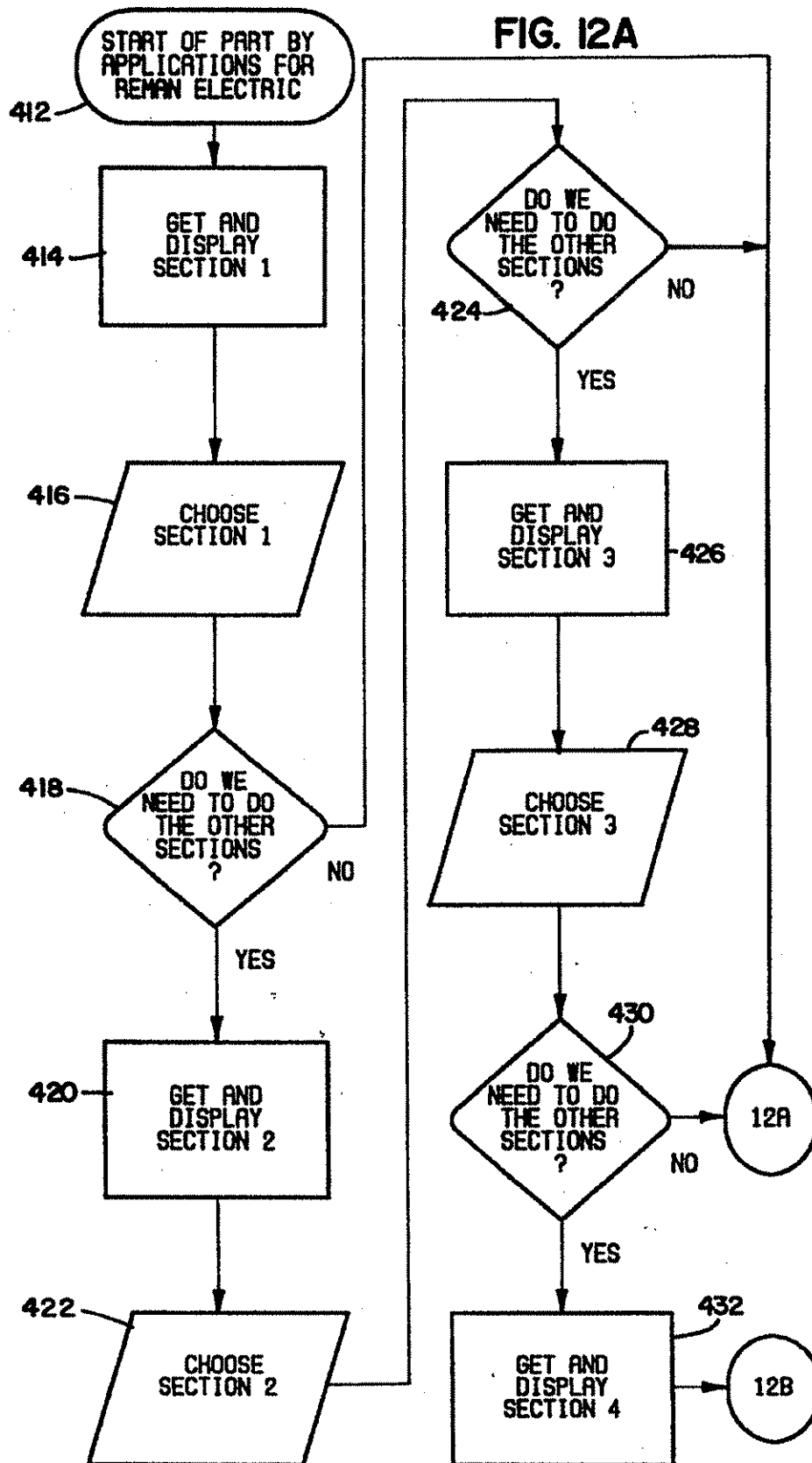


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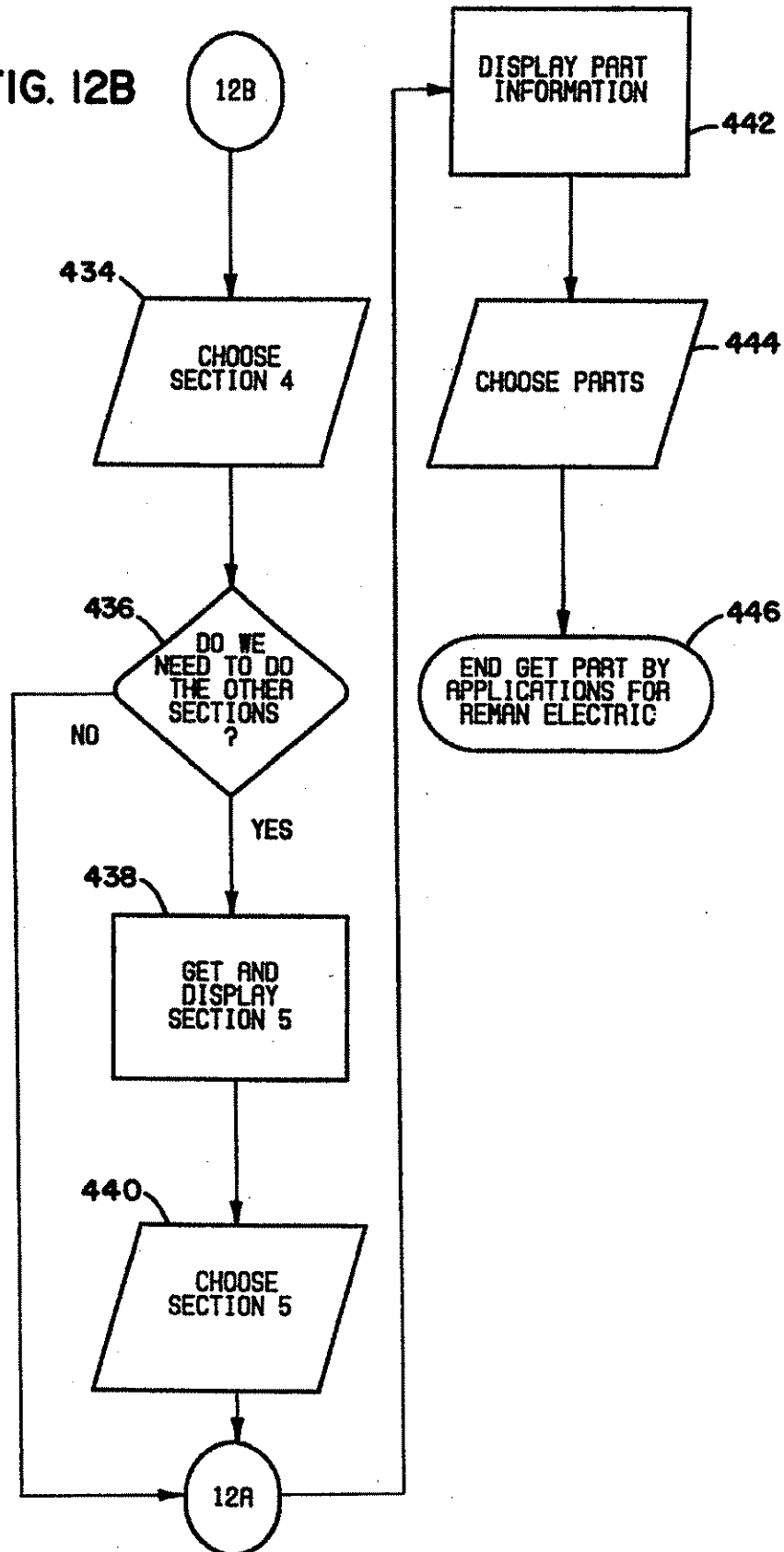
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FIG. 12B

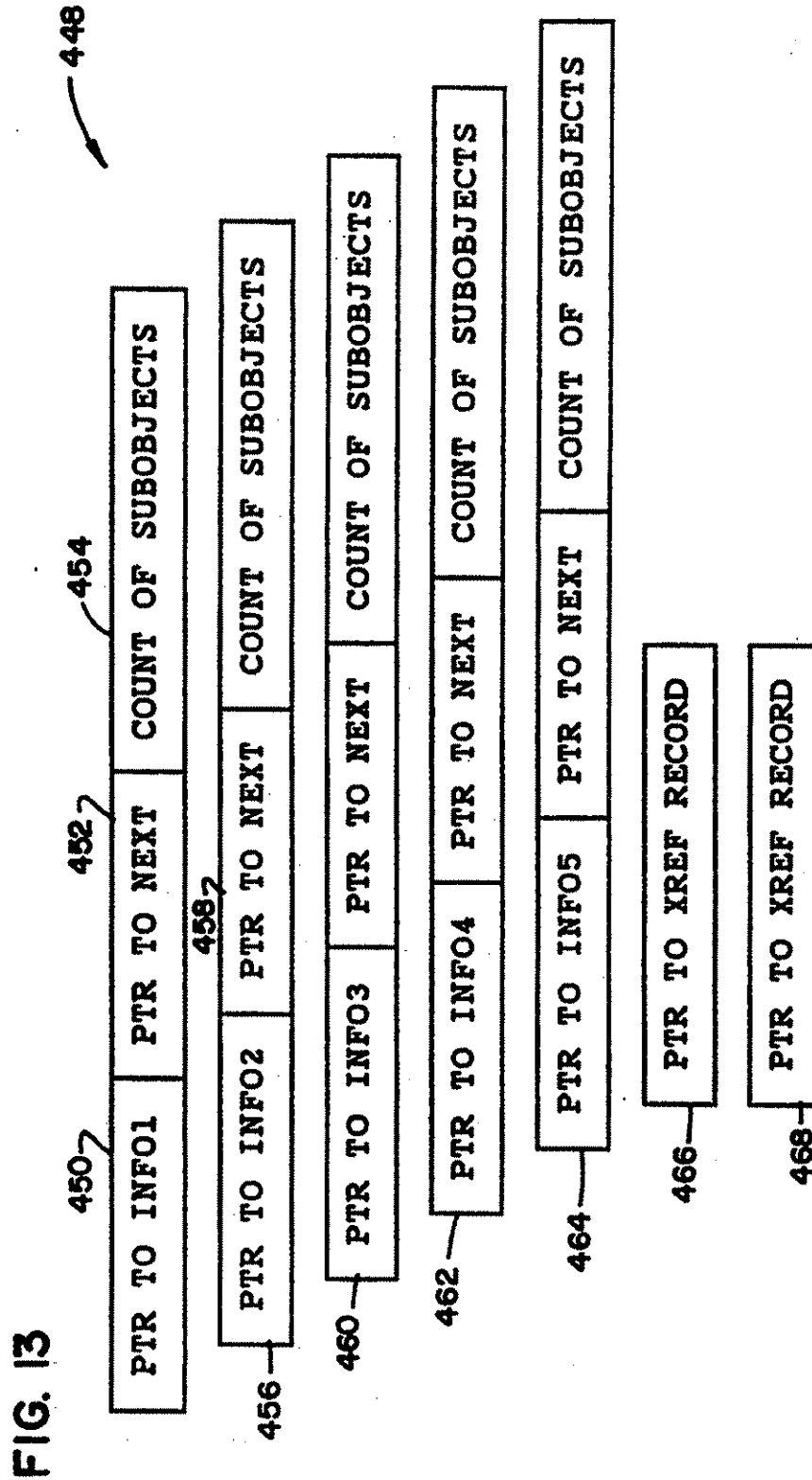


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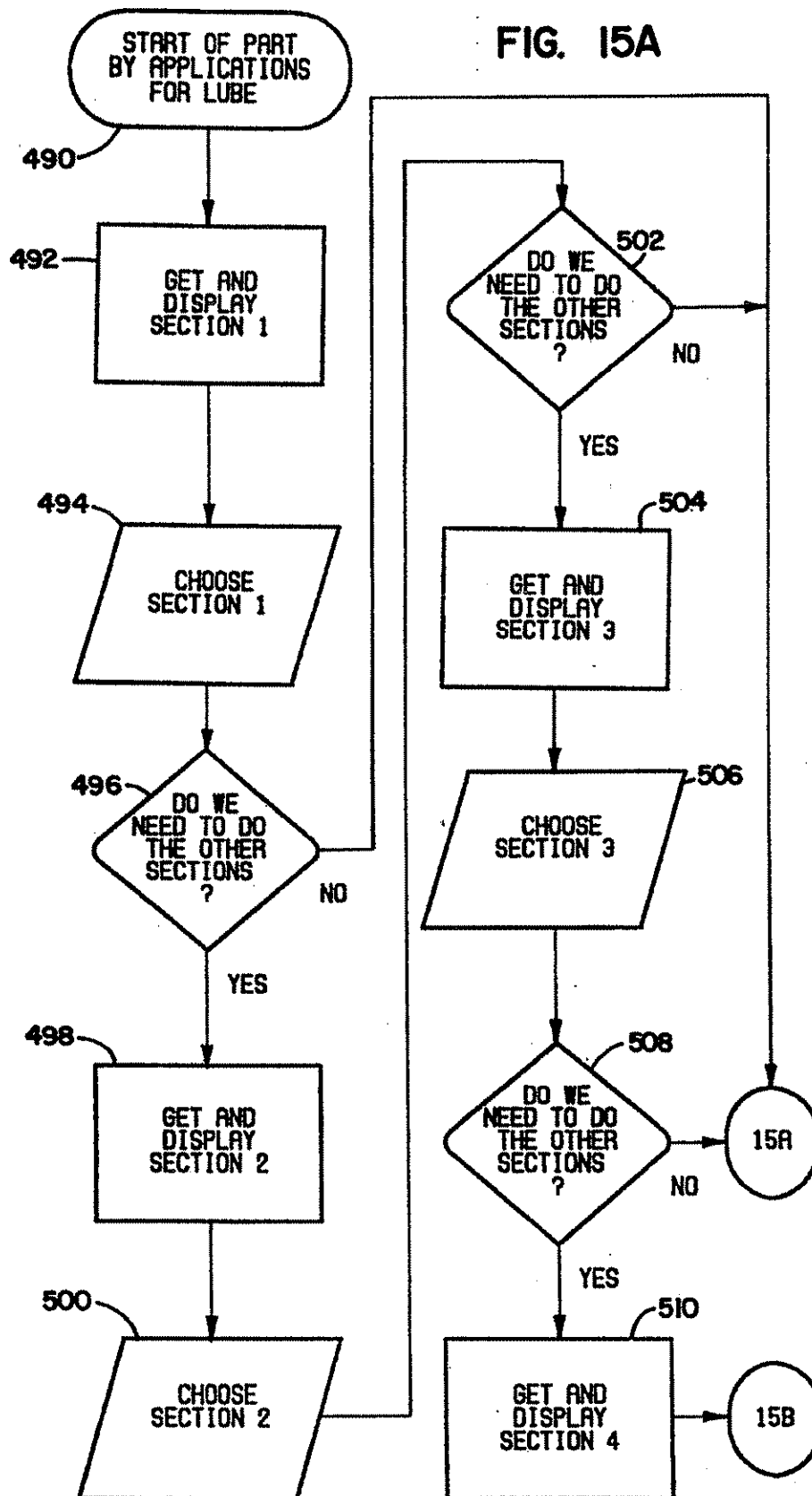
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FIG. 15A



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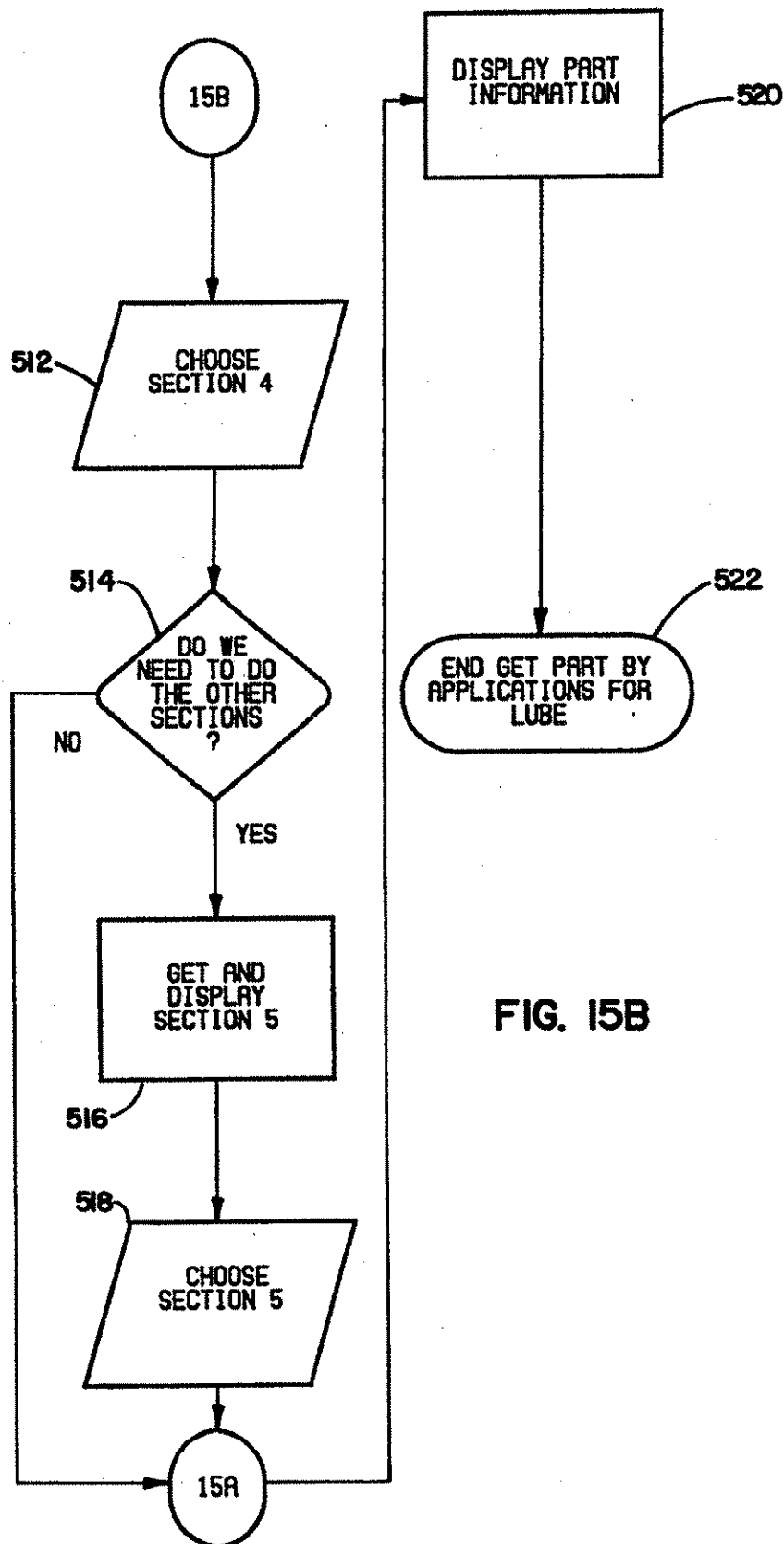


FIG. 15B

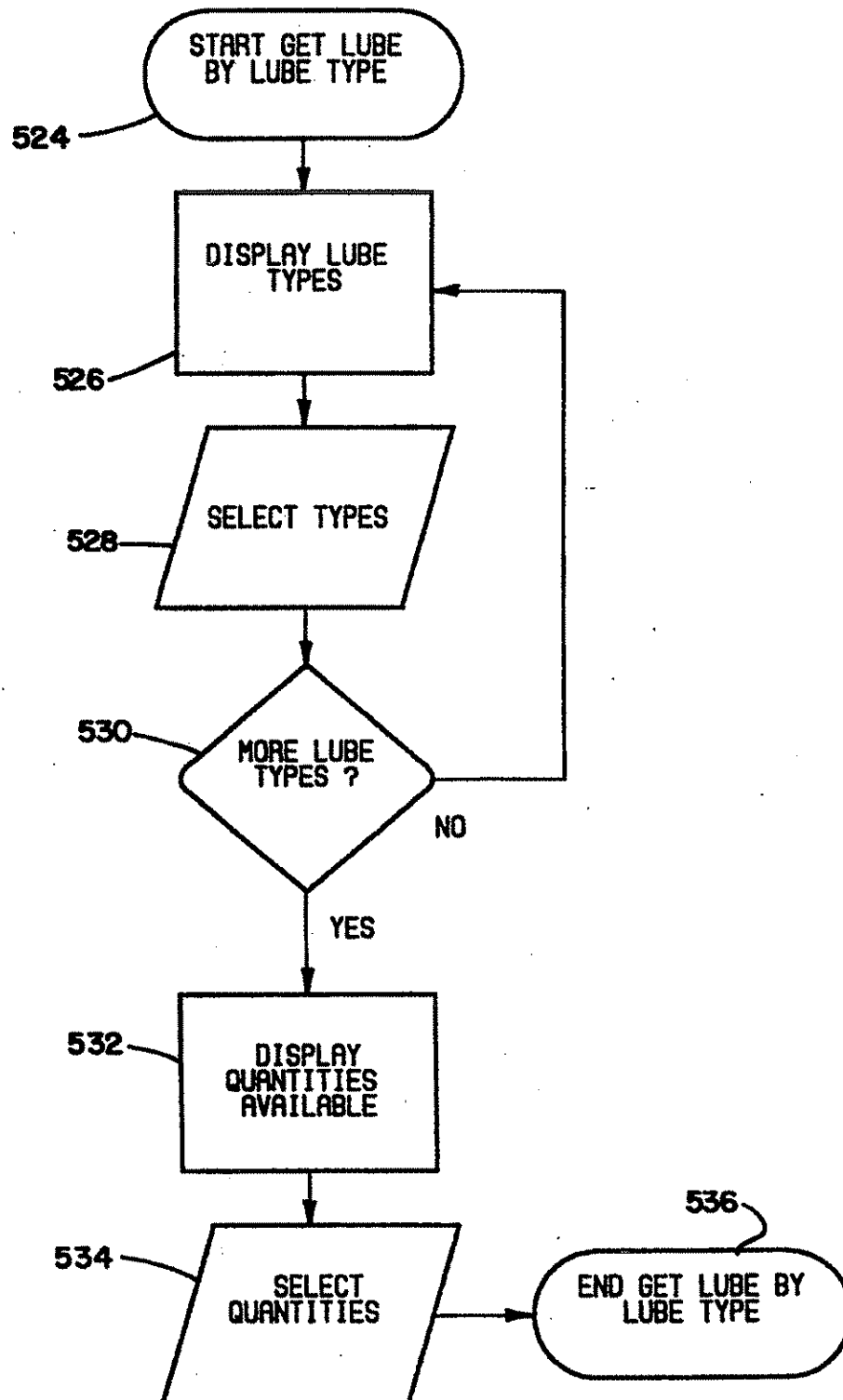
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FIG. 16



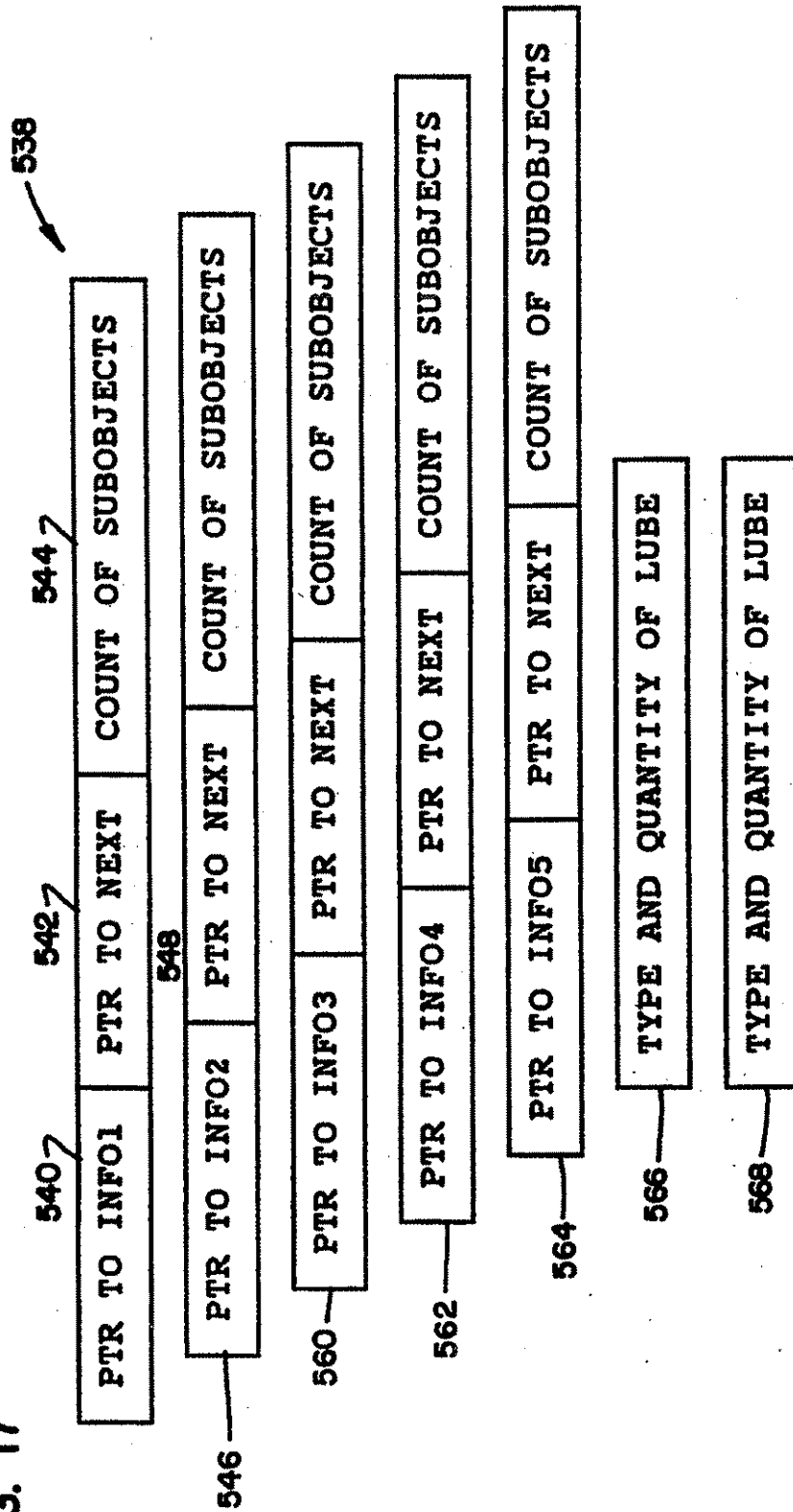
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FIG. 17



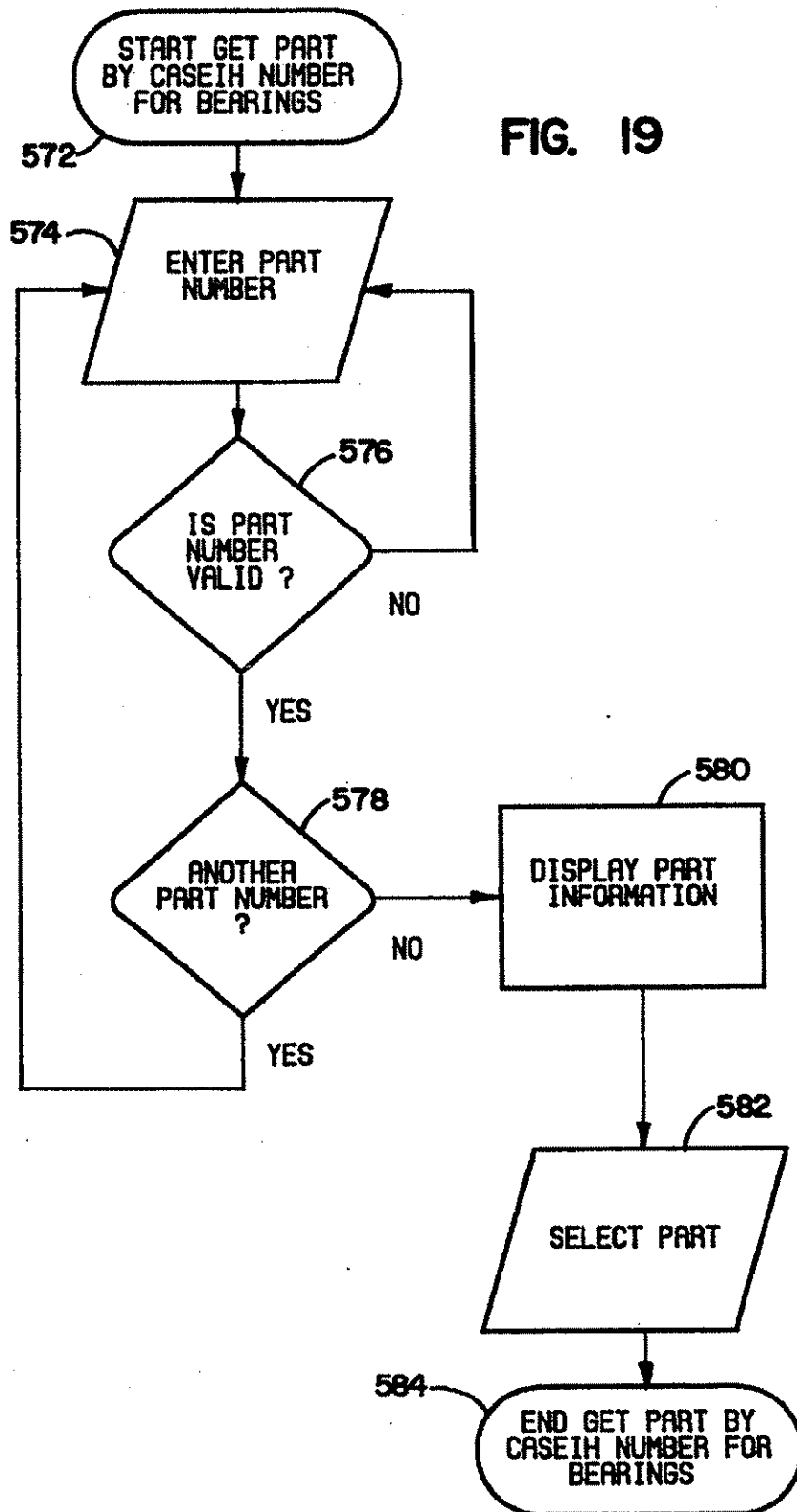
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FIG. 19



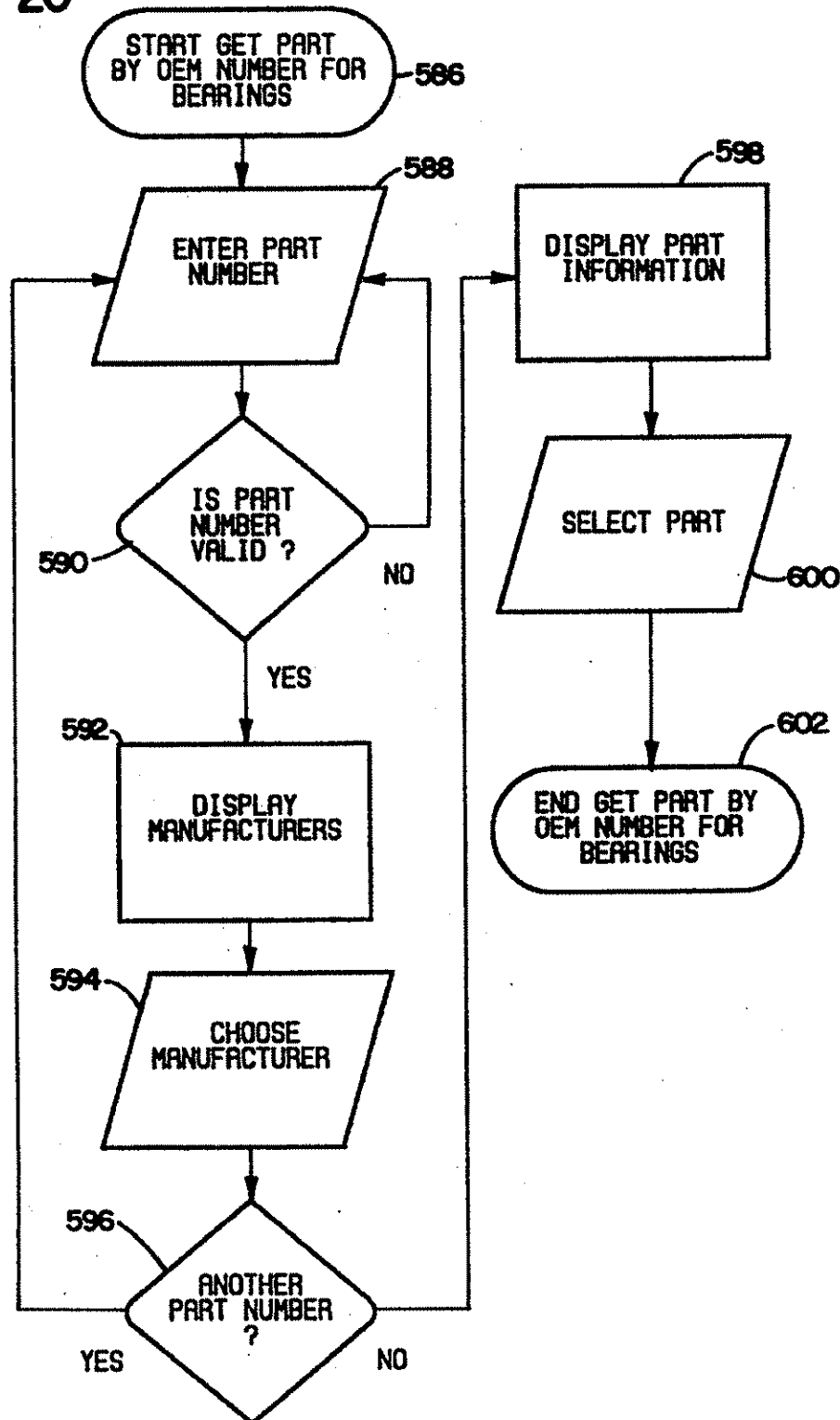
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FIG. 20

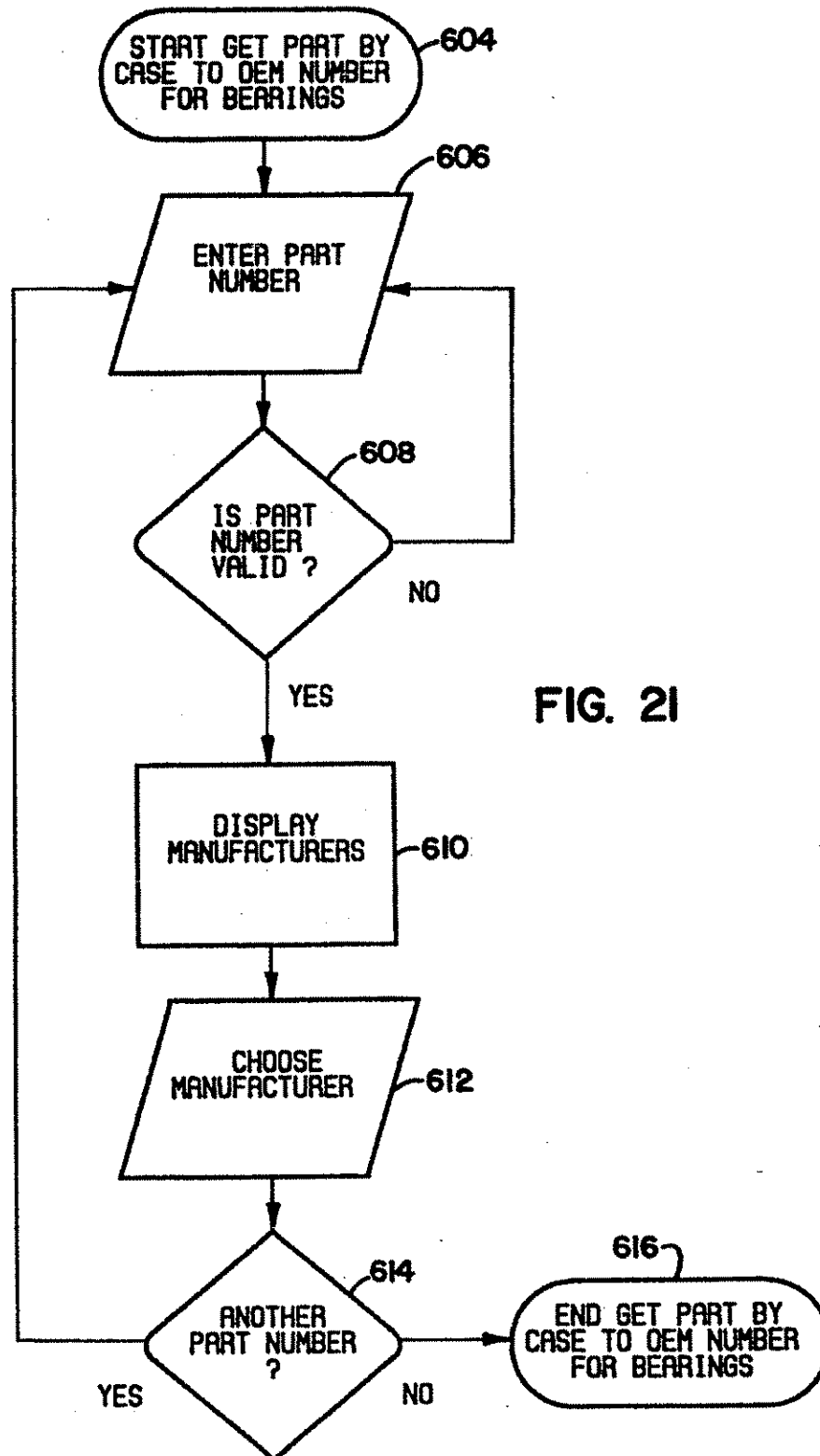


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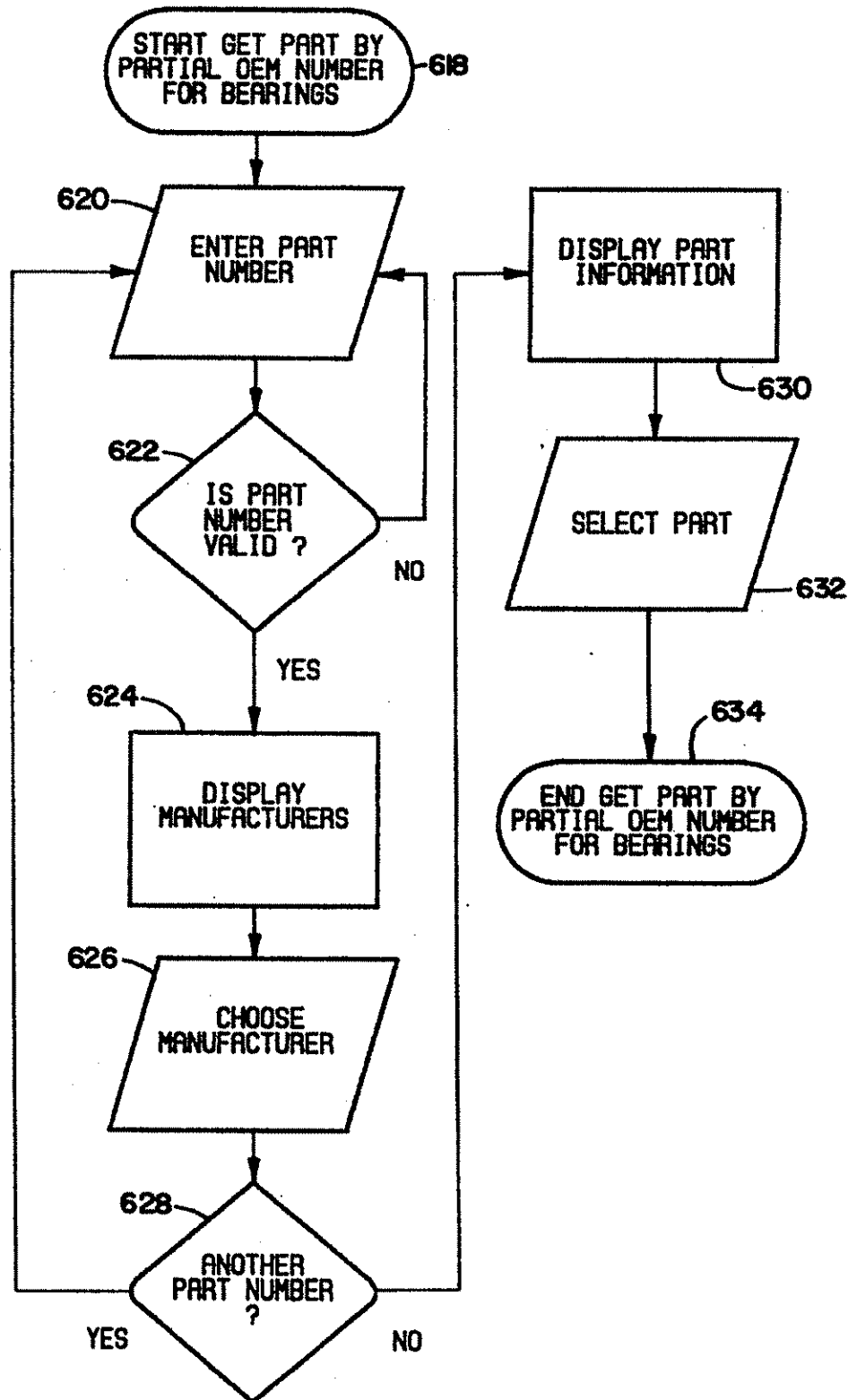
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FIG. 22



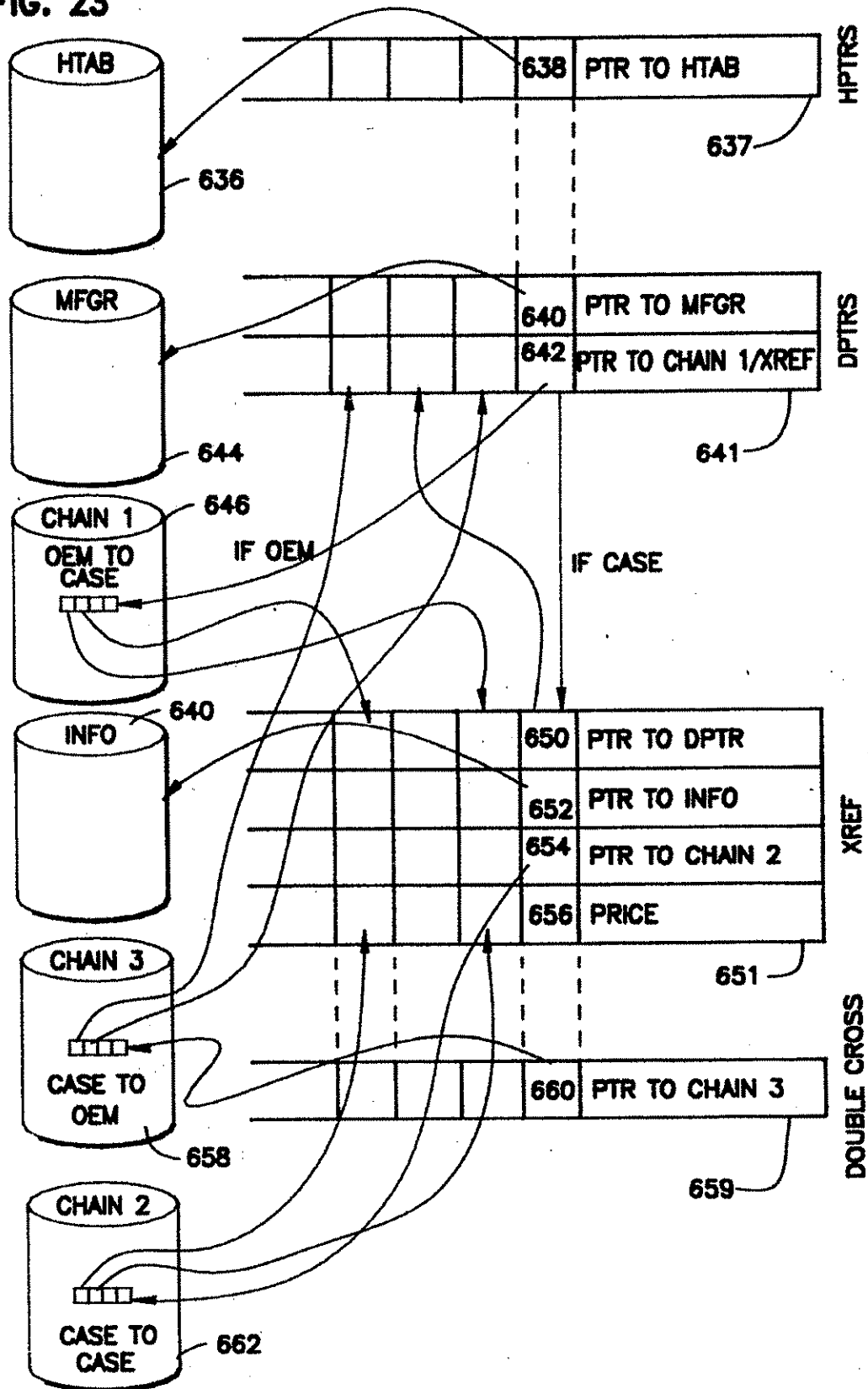
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FIG. 23



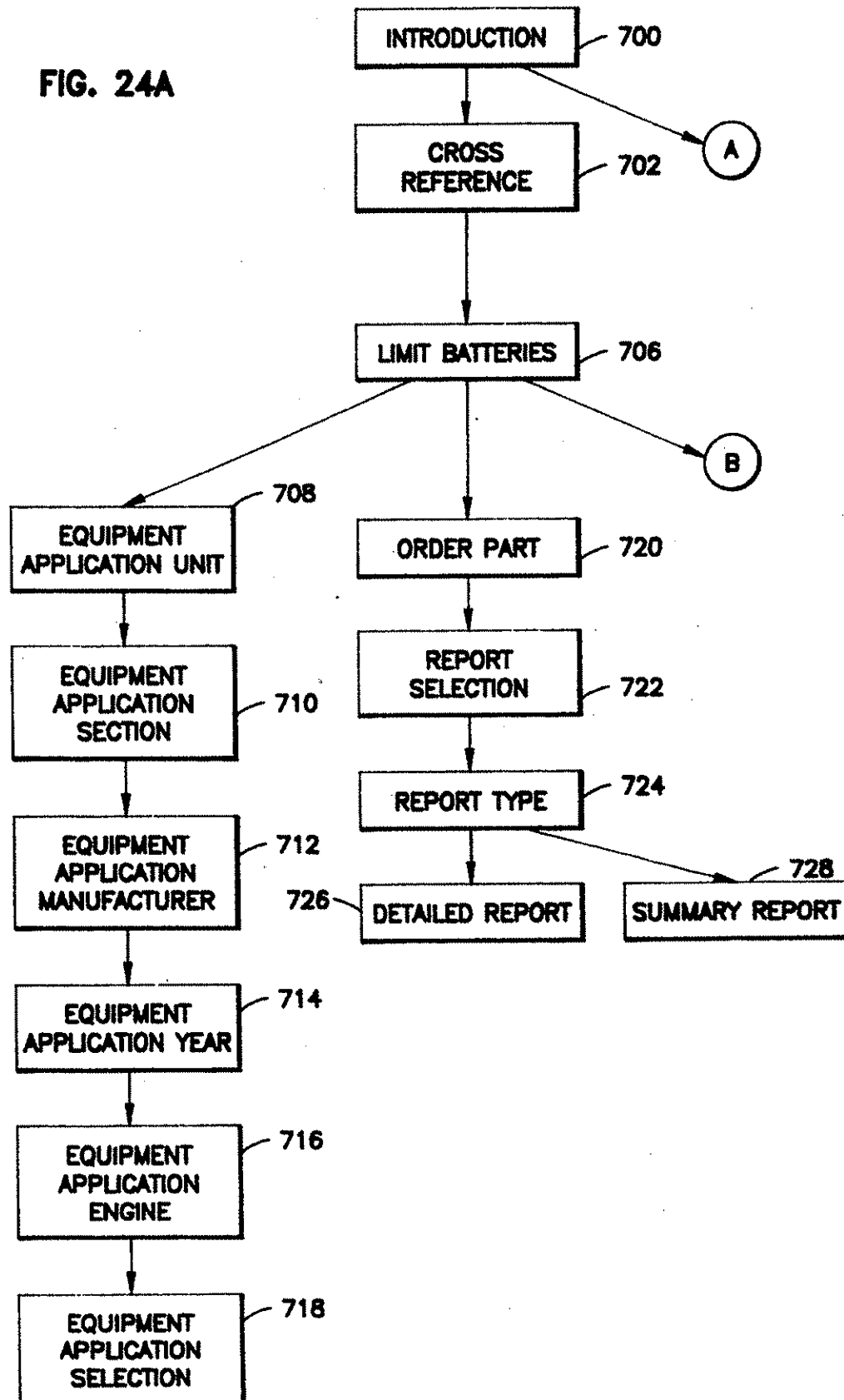
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FIG. 24A



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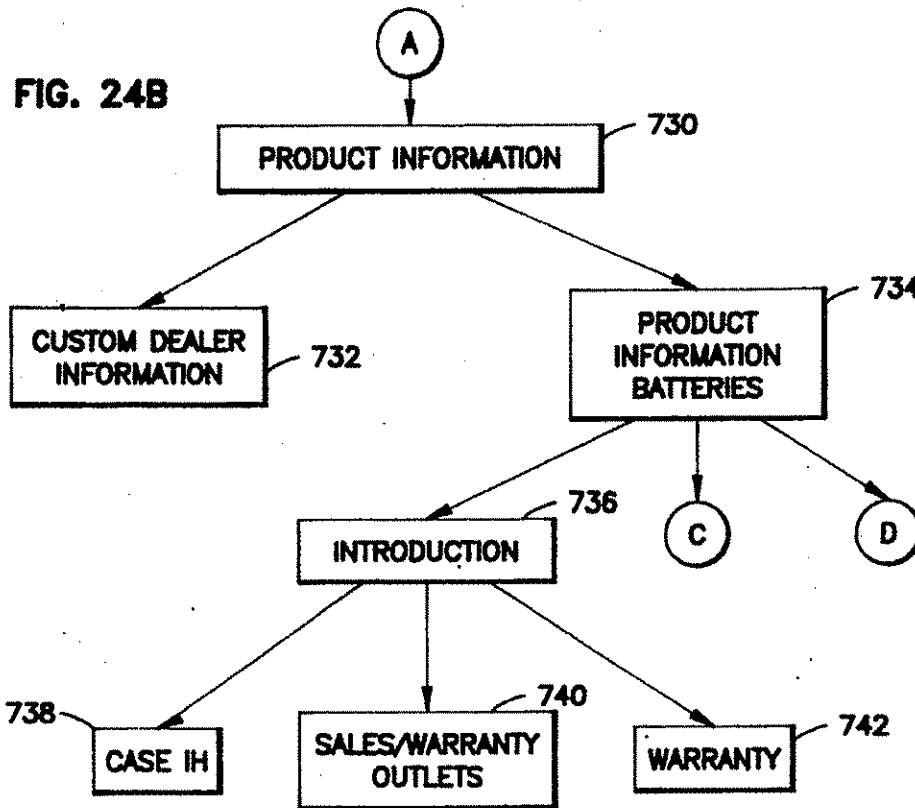
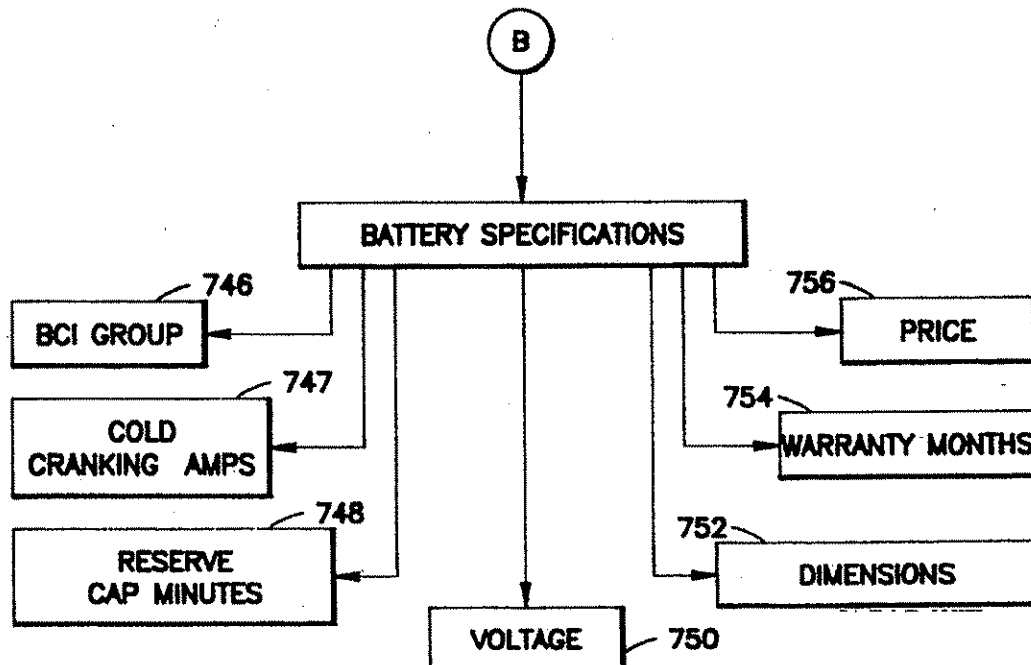


FIG. 24C

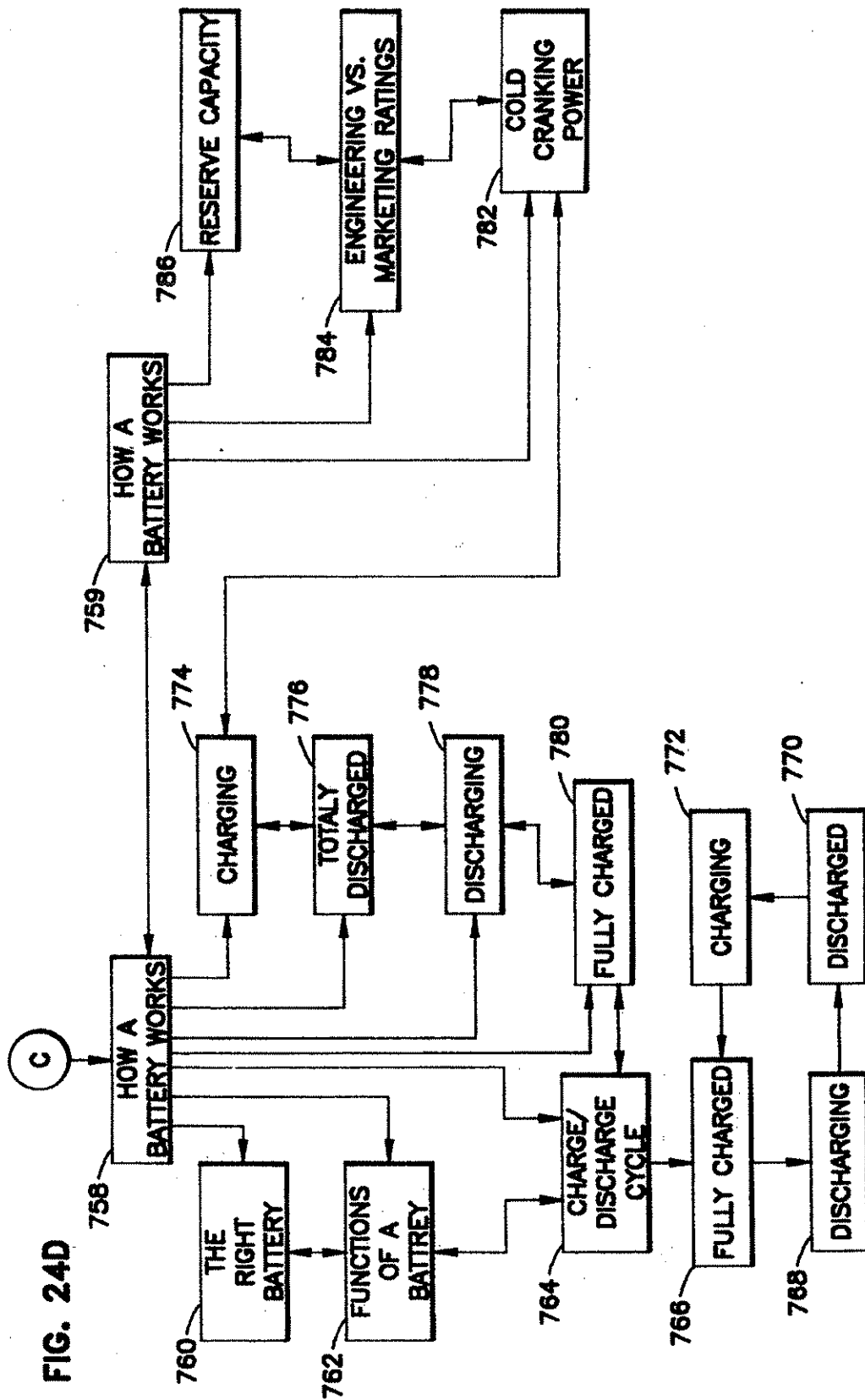


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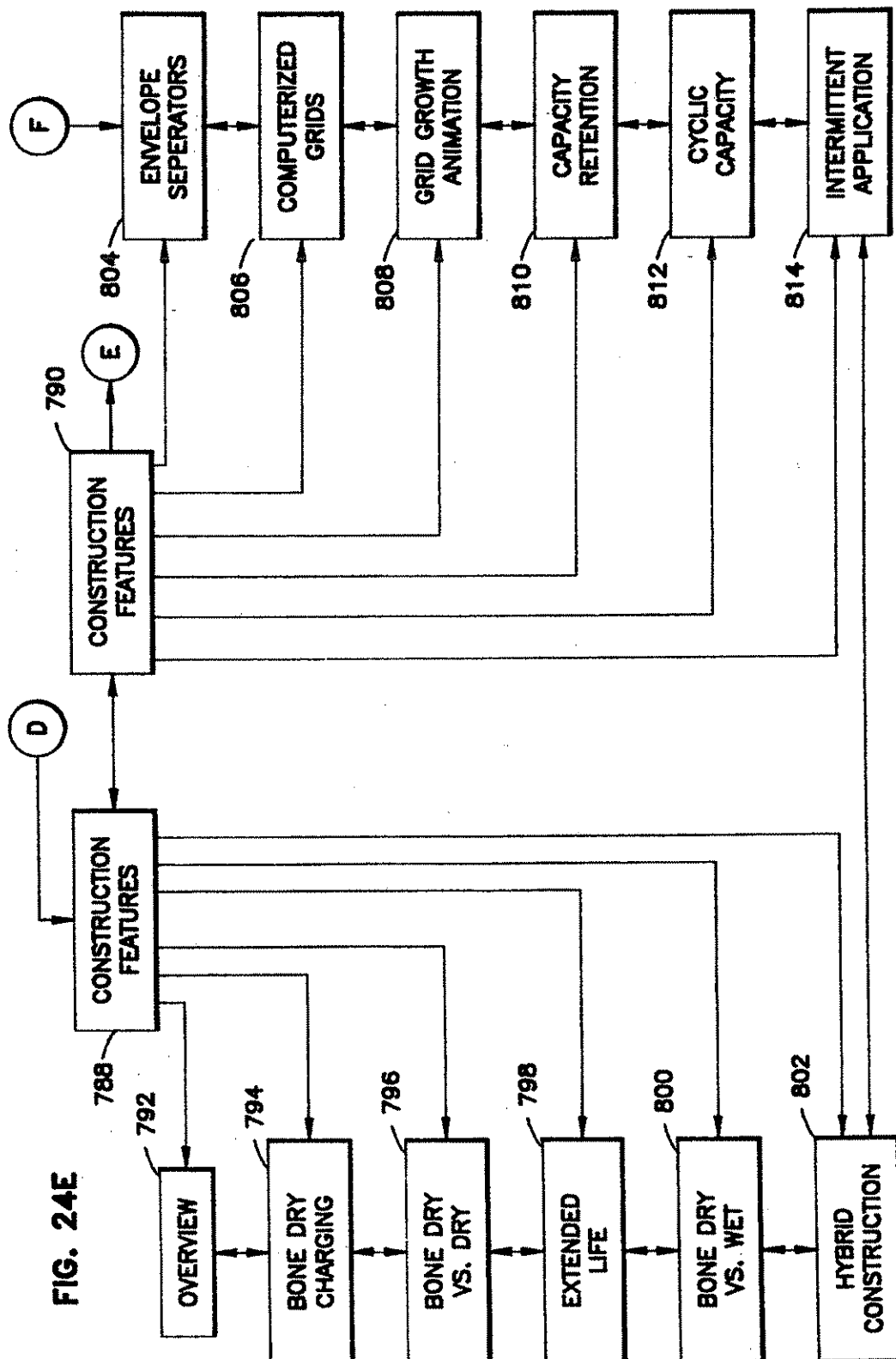


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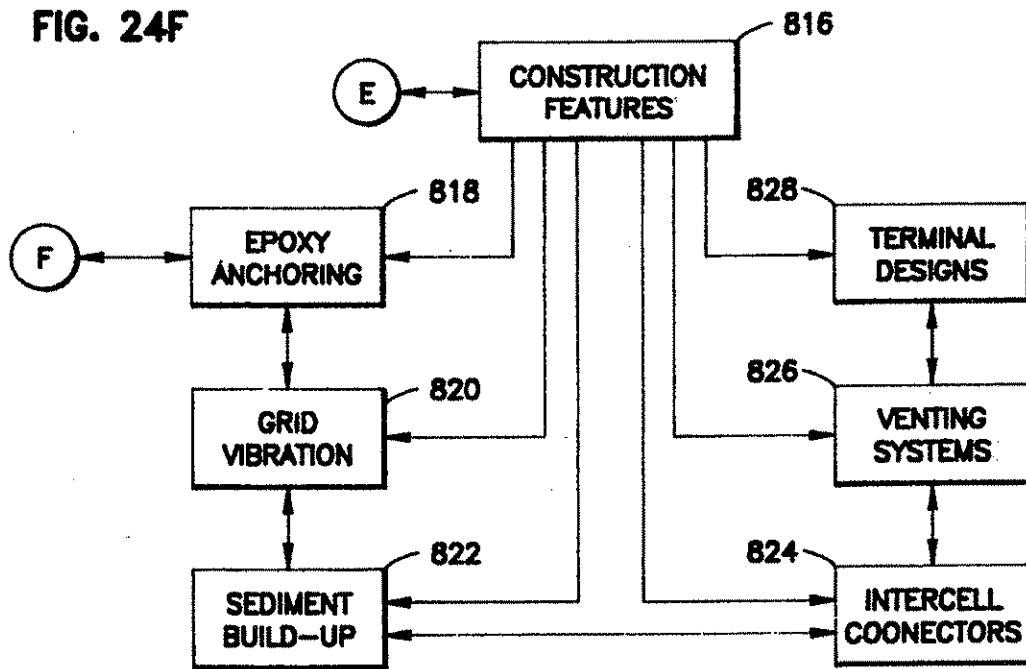
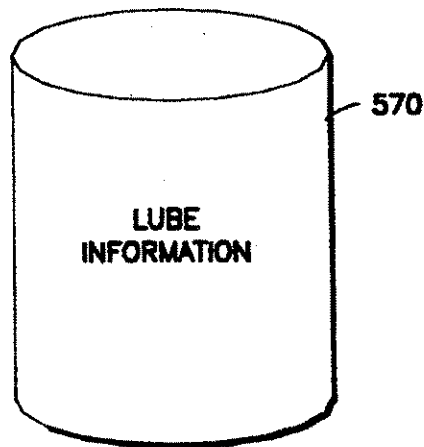


FIG. 18



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FIG. 25

25	CASEIH PARTS Introduction	
700	<p>QUICK REFERENCE Cross-Reference Product Information</p> <p>PRESENTATIONS/PROPOSALS Customer Presentation Customer Equipment</p> <p>TIME-SAVING TOOLS</p> <p>GRAPHIC SLIDE SHOW</p> <p>CUSTOMIZE</p> <p>Leave CASS PARTS</p>	<p>Cross- Reference</p> <hr/> <p>Quickly find a part by entering a part number or a description of the equipment the part will fit</p>

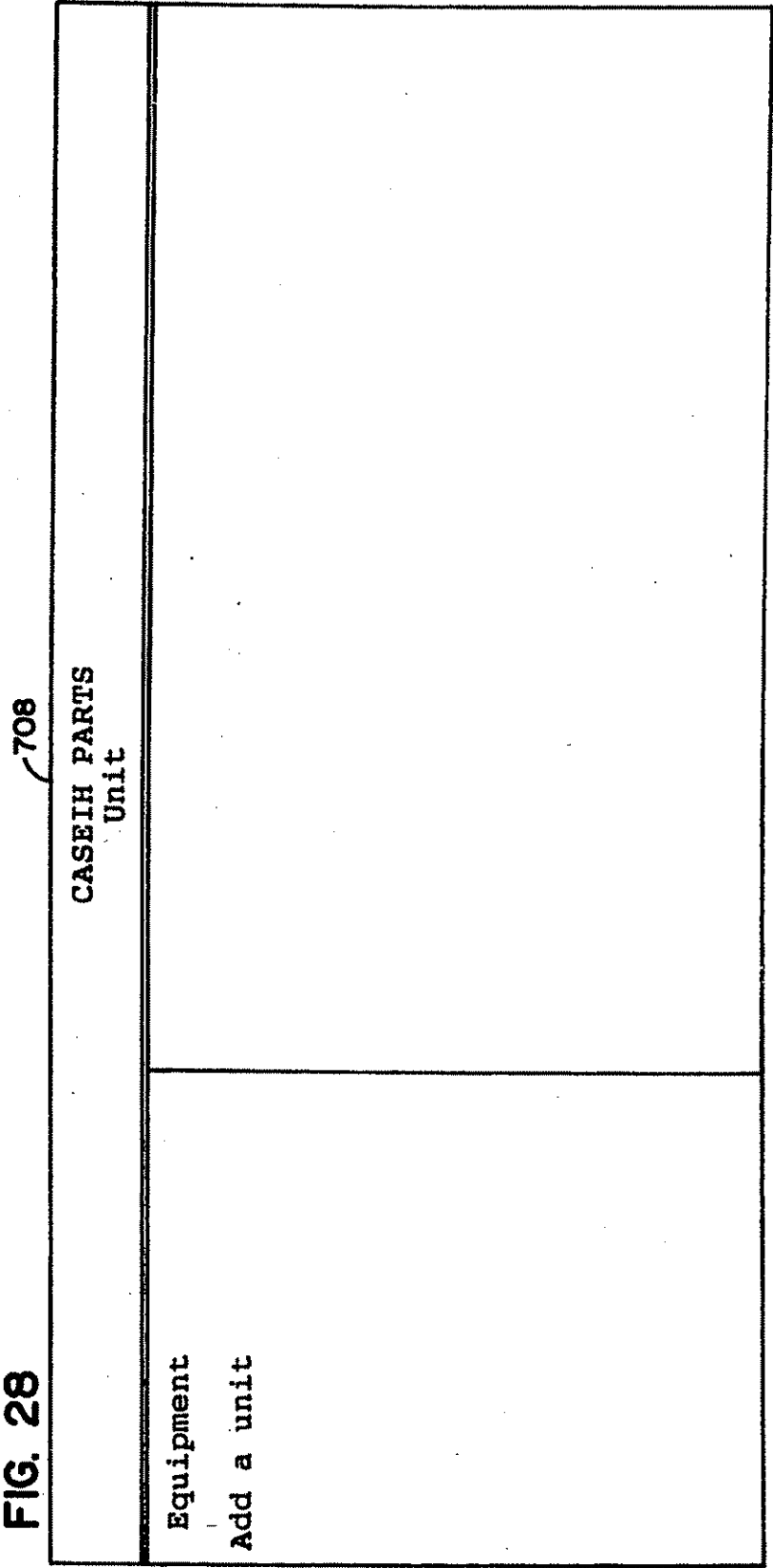
FIG. 26

CASEIH PARTS Cross-Reference	
702	Batteries <hr/> Choose a battery by specifying:
	1) CASE part number
	OR
	2) Equipment Application (make & model)
	OR
	3) Battery Specifications

FIG. 27

902

CASEIH PARTS Limit Batteries	
<p>CASEIH PART #</p> <p>EQUIPMENT APPLICATION</p> <p>BATTERY SPECIFICATIONS</p> <p>BCI Group</p> <p>Cold Cranking Amps</p> <p>Reserve Cap Minutes</p> <p>Voltage</p> <p>Dimensions (inches)</p> <p>Warranty Months</p> <p>Price</p>	<p>CASEIH PART #</p> <p>Specify the CASEIH Part number for the battery you wish to select.</p> <p>Press right arrow when lit to go to order screen.</p>



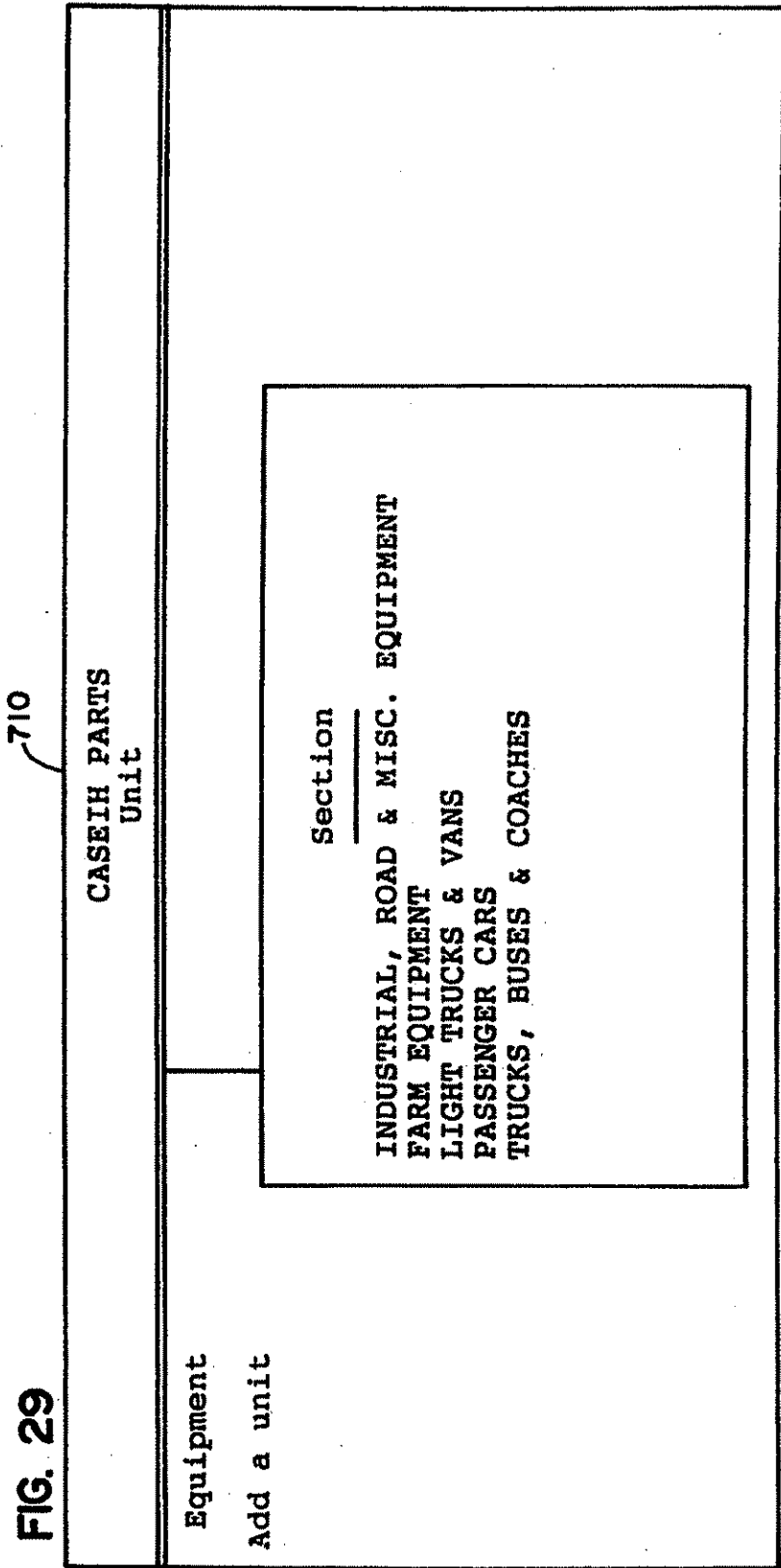


FIG. 30

712

CASEIH PARTS Unit	
Equipment Add a unit	<div>Manufacturer</div> <div>ACURA ALFA ROMEO ACADIAN (GM CANADA) AMERICAN MOTORS AMC/EAGLE/RENAULT AUDI AUSTIN AUSTIN HEALEY AUTO UNION-DKW BEAUMONT (GM CANADA)</div> <div>1 of 7</div>

FIG. 31

714

CASEIH PARTS Unit	
Equipment Add a unit	<div><div>Year</div><div>1970-77 1970-79 1973-74 1974-77 1974-79 1975-76 1978-79 1978-81 1980-81 1982 1 of 2</div></div>

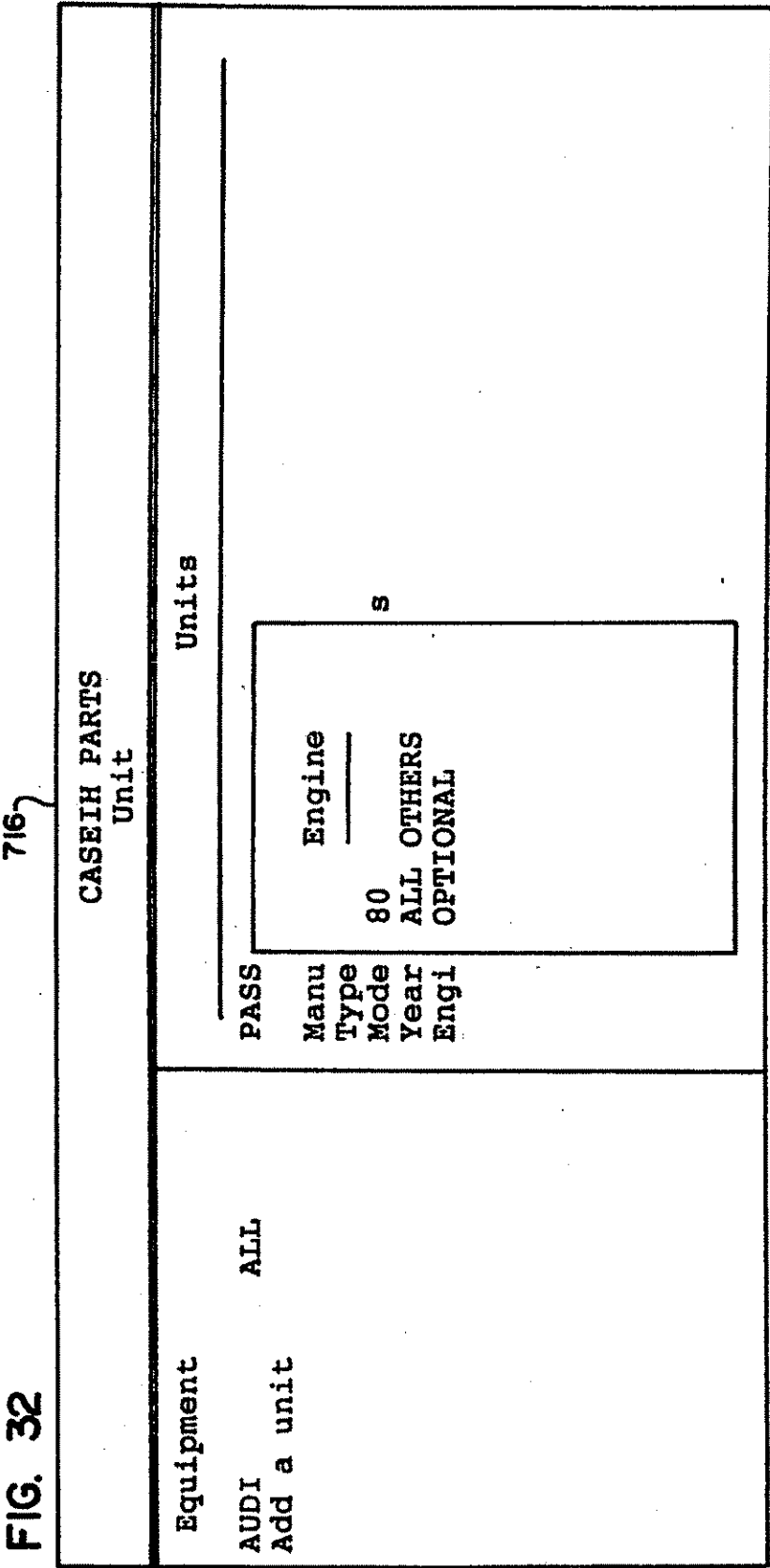


FIG. 33

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CASEIH PARTS	
Equipment	Unit
AUDI Add a unit	ALL
PASSENGER CARS	
Manufacturer	AUDI
Type	ALL
Model	All Models
Year	1970-77
Engine	80

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FIG. 34

720

CASEIH PARTS Limit Batteries			
42	12V	66 Plates	390 CC 50 MO 1 Battery(s) on unit
42	12V	66 Plates	390 CC 50 MO 1 Battery(s) on unit
42	12V	66 Plates	390 CC 50 MO 1 Battery(s) on unit
AUDI ALL MODELS 1970-77 ALL OTHERS			
Cold Cranking @ 0 deg F (min) 390 AMPS			
3.6 Qts Acid 18 lbs dry 27 lbs wet			
Dimensions (in) 9.31 x 6.87 x 6.87			
90 day full replacement, 50 Mo Warranty			
PART NUMBER: B4250			\$ 46.99

721

FIG. 35

722

CASEIH PARTS Limit Batteries						
42	12V 66 Plates 390 CC 50 MO 1 Battery(s) on unit	<table><tr><th>Report Selection</th></tr><tr><td>1. Proposal/Order</td></tr><tr><td>2. Comparison</td></tr><tr><td>3. Application</td></tr></table>	Report Selection	1. Proposal/Order	2. Comparison	3. Application
Report Selection						
1. Proposal/Order						
2. Comparison						
3. Application						
42	12V 66 Plates 390 CC 50 MO 1 Battery(s) on unit					
42	12V 66 Plates 390 CC 50 MO 1 Battery(s) on unit					
AUDI ALL MODELS 1970-77		Cold Cranking @ 0 deg.F (min) 390 AMPS 3.6 Qts Acid 18 lbs dry 27 lbs wet Dimensions (in) 9.31 x 6.87 x 6.87 90 day full replacement, 50 Mo Warranty				
PART NUMBER: B4250		\$ 46.99				

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FIG. 36

724

CASEIH PARTS Limit Batteries			
42	12V	66 Plates 390 CC 50 MO	1 Battery(s) on unit
42	12V	66 Plates 390 CC 50 MO	1 Battery(s) on unit
42	12V	66 Plates 390 CC 50 MO	1 Battery(s) on unit
<div>Report Type</div> <div>1. Detailed</div> <div>2. Summary</div>			
AUDI ALL MODELS 1970-77 ALL OTHERS Cold Cranking @ 0 deg F (min) 390 AMPS 3.6 Qts Acid 18 lbs dry 27 lbs wet Dimensions (in) 9.31 x 6.87 x 6.87 90 day full replacement, 50 Mo Warranty			
PART NUMBER: B4250			\$ 46.99

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P R O P O S A L / O R D E R

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FIG. 37

QTY	PART NUMBER	DESCRIPTION	PRICE EA (\$)	PRICE TOTAL (\$)
-----	-------------	-------------	---------------	------------------

BATTERY:

1	B4250	42 12V 66 Plates 390 CC 50 MO	46.99	46.99
	AUDI	ALL MODELS 1970-77 ALL OTHERS		
		Cold Cranking @ 0 deg F (min) 390 AMPS		
		3.6 Qts Acid 18 lbs dry 27 lbs wet		
		Dimensions (in) 9.31 x 6.87 x 6.87		
		90 day full replacement, 50 Mo Warranty		

S U M M A R Y

Quantity	Product	Price
1	BATTERY	\$ 46.99
BATTERY Subtotal:		\$ 46.99
Total:		\$ 46.99

X

X

Accepted by: _____

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FIG. 38

PROPOSAL / ORDER

QTY	PART NUMBER	DESCRIPTION	PRICE EA (\$)	PRICE TOTAL (\$)
1	B4250	42 12V 66 Plates 390 CC 50 MO AUDI ALL MODELS 1970-77 ALL OTHERS	46.99	46.99

BATTERY:

Quantity	Product	Price
1	BATTERY	46.99
BATTERY Subtotal:		\$ 46.99
Total:		\$ 46.99

Accepted by: _____

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FIG. 39

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CASEIH PARTS Limit Batteries	
CASEIH PART # EQUIPMENT APPLICATION BATTERY SPECIFICATIONS BCI Group Cold Cranking Amps Reserve Cap Minutes Voltage Dimensions (inches) Warranty Months Price	BATTERY SPECIFICATIONS Choose which battery specification categories are to be used to limit battery choice. Multiple categories can be used. BCI GROUP Specify the BCI Group you wish to select a battery from. Press right arrow when lit to go to order screen.

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FIG. 40

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CASEIH PARTS Limit Batteries	
<p>CASEIH PART #</p> <p>EQUIPMENT APPLICATION</p> <p>BATTERY SPECIFICATIONS</p> <p>BCI Group</p> <p>Cold Cranking Amps</p> <p>Reserve Cap Minutes</p> <p>Voltage</p> <p>Dimensions (inches)</p> <p>Warranty Months</p> <p>Price</p>	<p>BATTERY SPECIFICATIONS</p> <p>Choose which battery specification categories are to be used to limit battery choice.</p> <p>Multiple categories can be used.</p> <p>Cold Cranking Amps</p> <p>Specify the Cold Cranking Amps the battery must deliver.</p> <p>Press right arrow when lit to go to order screen.</p>

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FIG. 41

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CASEIH PARTS Limit Batteries	
CASEIH PART # EQUIPMENT APPLICATION BATTERY SPECIFICATIONS BCI Group Cold Cranking Amps Reserve Cap Minutes Voltage Dimensions (inches) Warranty Months Price	BATTERY SPECIFICATIONS Choose which battery specification categories are to be used to limit battery choice. Multiple categories can be used. Reserve Capacity Minutes Specify the Reserve Capacity Minutes the battery must deliver. Press right arrow when lit to go to order screen.

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FIG. 42

750

CASEIH PARTS Limit Batteries	
CASEIH PART # EQUIPMENT APPLICATION BATTERY SPECIFICATIONS BCI Group Cold Cranking Amps Reserve Cap Minutes Voltage Dimensions (inches) Warranty Months Price	BATTERY SPECIFICATIONS Choose which battery specification categories are to be used to limit battery choice. Multiple categories can be used. Voltage Specify the required Voltage the battery must have. Press right arrow when lit to go to order screen.

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FIG. 43

752

CASEIH PARTS Limit Batteries	
CASEIH PART # EQUIPMENT APPLICATION BATTERY SPECIFICATIONS BCI Group Cold Cranking Amps Reserve Cap Minutes Voltage Dimensions (inches) Warranty Months Price	BATTERY SPECIFICATIONS Choose which battery specification categories are to be used to limit battery choice. Multiple categories can be used. Dimensions (inches) Will locate battery(s) of exact size or if not exact size, available battery(s) whose 3 measurements are within 1/2 inch smaller. Press right arrow when lit to go to order screen.

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FIG. 44

754

CASEIH PARTS Limit Batteries	
CASEIH PART # EQUIPMENT APPLICATION BATTERY SPECIFICATIONS BCI Group Cold Cranking Amps Reserve Cap Minutes Voltage Dimensions (inches) Warranty Months Price	BATTERY SPECIFICATIONS Choose which battery specification categories are to be used to limit battery choice. Multiple categories can be used. Warranty Months Specify the number of months the battery must be covered by warranty. Press right arrow when lit to go to order screen.

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FIG. 45

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CASEIH PARTS Limit Batteries	
CASEIH PART # EQUIPMENT APPLICATION BATTERY SPECIFICATIONS BCI Group Cold Cranking Amps Reserve Cap Minutes Voltage Dimensions (inches) Warranty Months Price	BATTERY SPECIFICATIONS Choose which battery specification categories are to be used to limit battery choice. Multiple categories can be used. <div style="text-align: center;">Price</div> Specify the desired target price of the battery. Press right arrow when lit to go to order screen.

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FIG. 46

CASEIH PARTS Facts, the CASEIH story	
730— DEALER NAME BATTERIES FILTERS REMANUFACTURED ELECTRIC LUBRICANTS BEARINGS Main Menu	DEALER NAME
	Customized information for this dealership

FIG. 47

CASEIH PARTS Facts, the CASEIH story	
732— DEALER NAME BATTERIES FILTERS REMANUFACTURED ELECTRIC LUBRICANTS BEARINGS Main Menu	DEALER NAME
	Background
	Parts
	Service

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FIG. 48

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CASEIH PARTS Facts, the CASEIH story	
DEALER NAME BATTERIES FILTERS REMANUFACTURED ELECTRIC LUBRICANTS BEARINGS Main Menu	BATTERIES
	Introduction
	How a Battery Works
	Construction Features

FIG. 49

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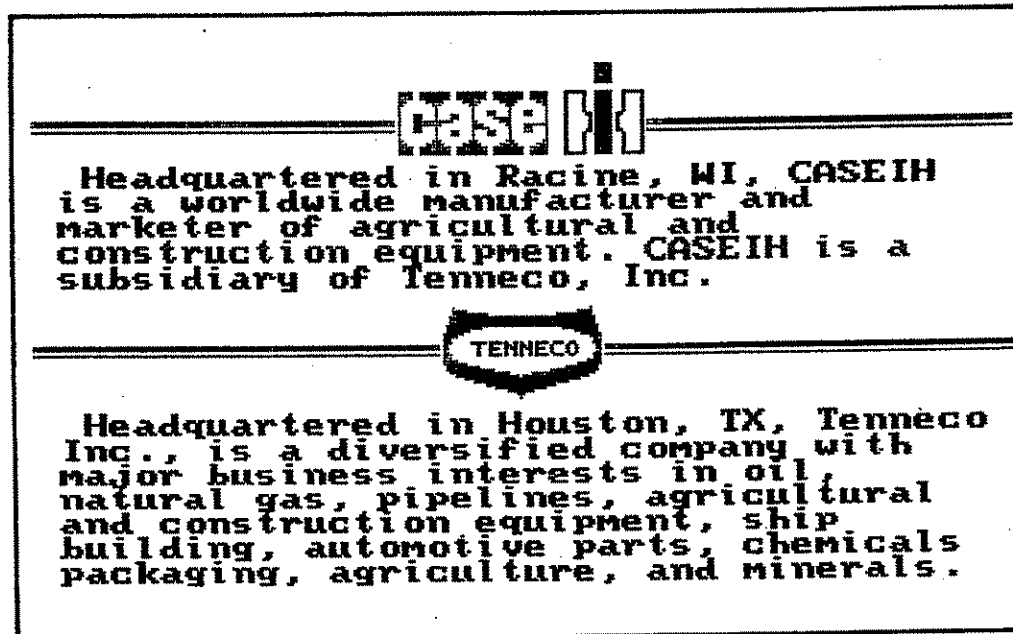
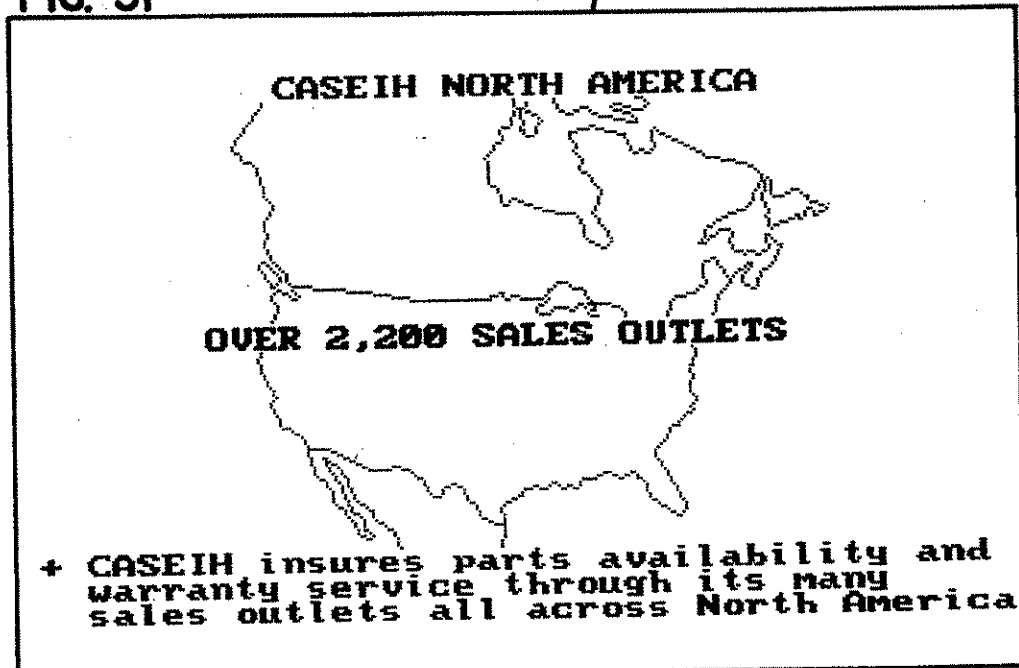


FIG. 50

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FIG. 51

740



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FIG. 52

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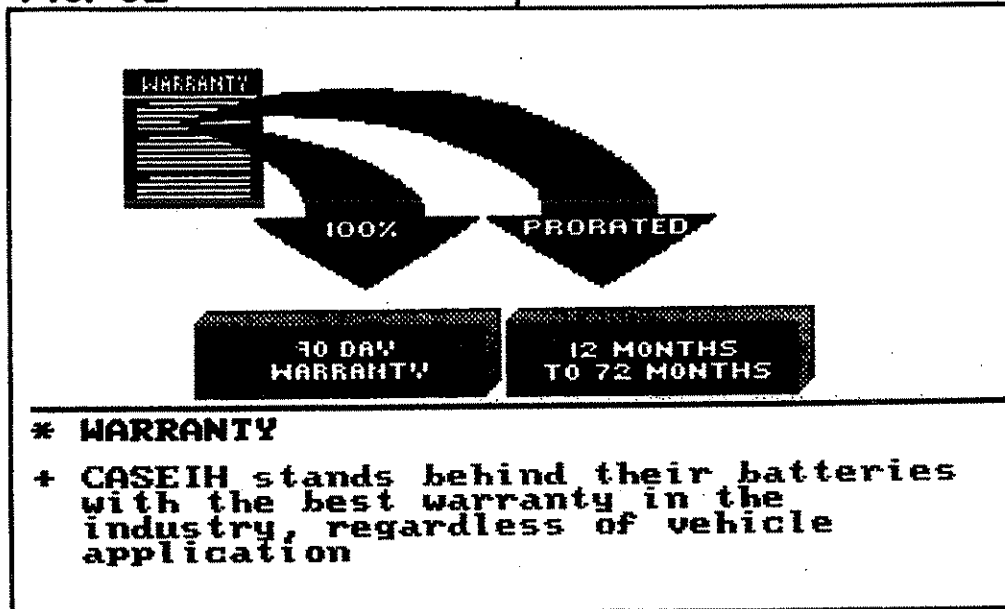
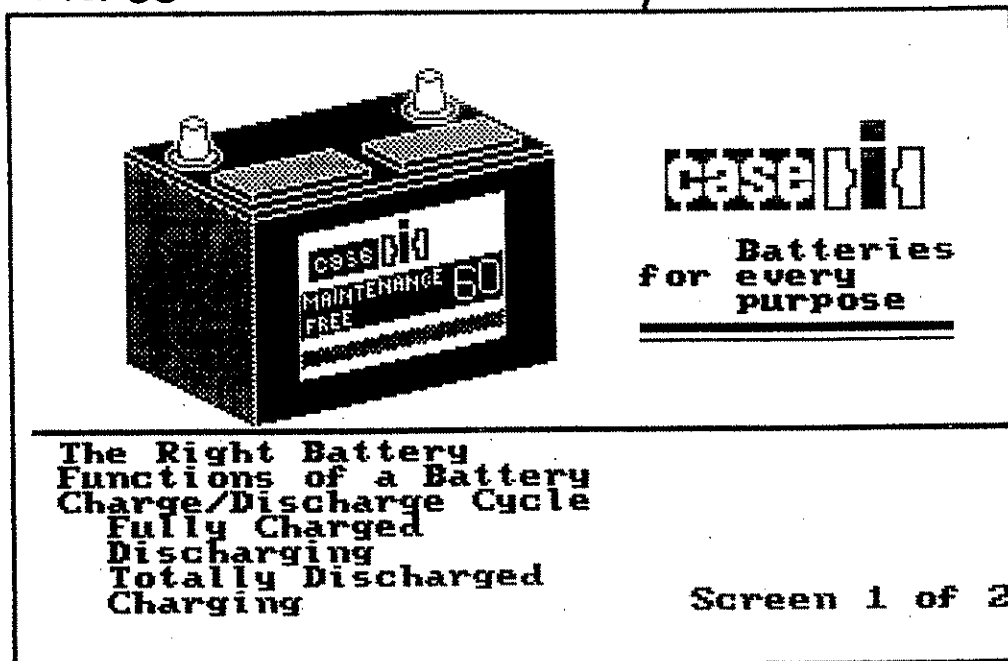


FIG. 53

758



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FIG. 54

760

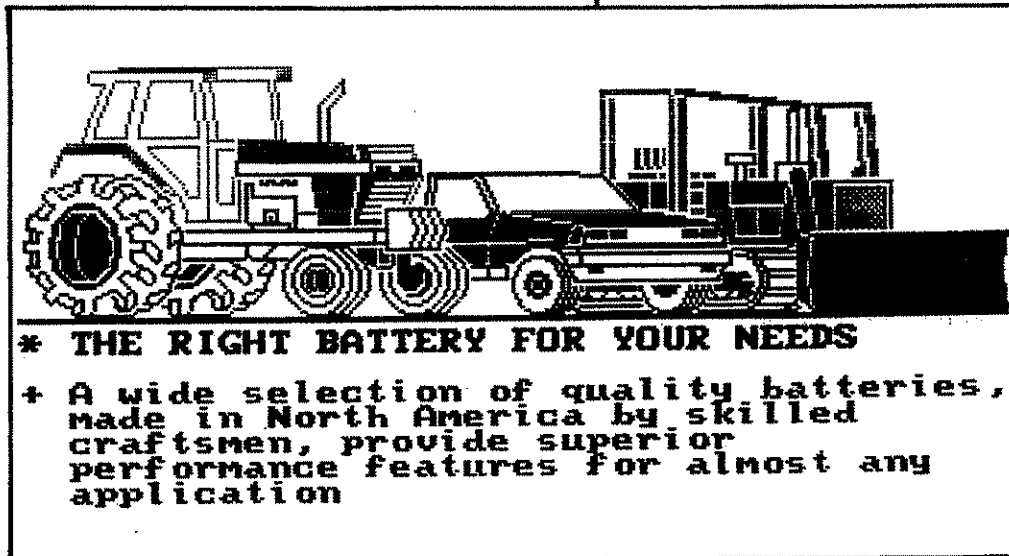
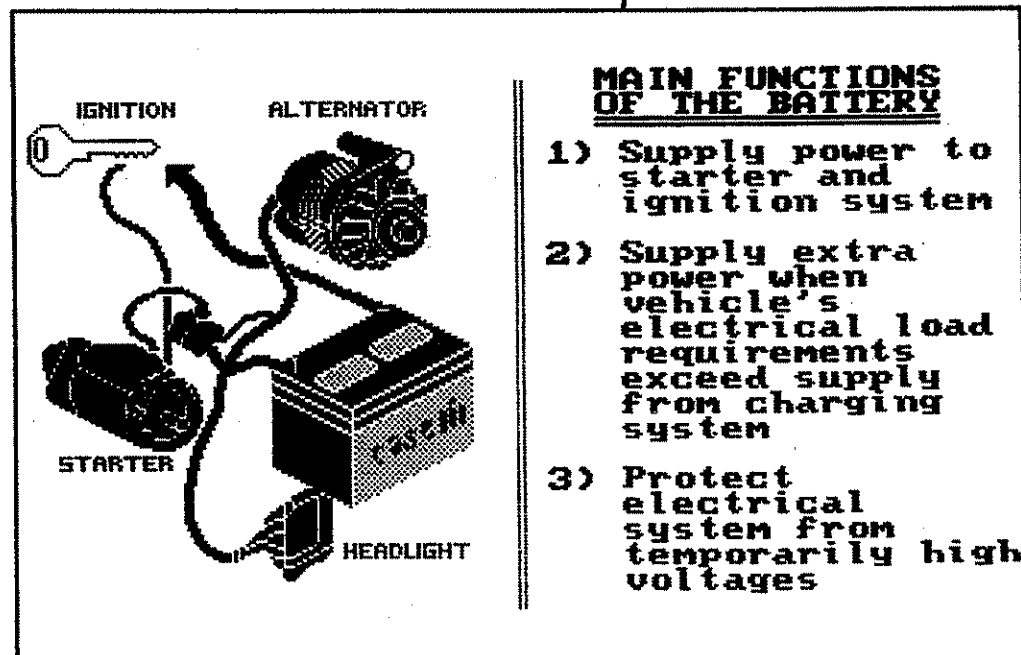


FIG. 55

762



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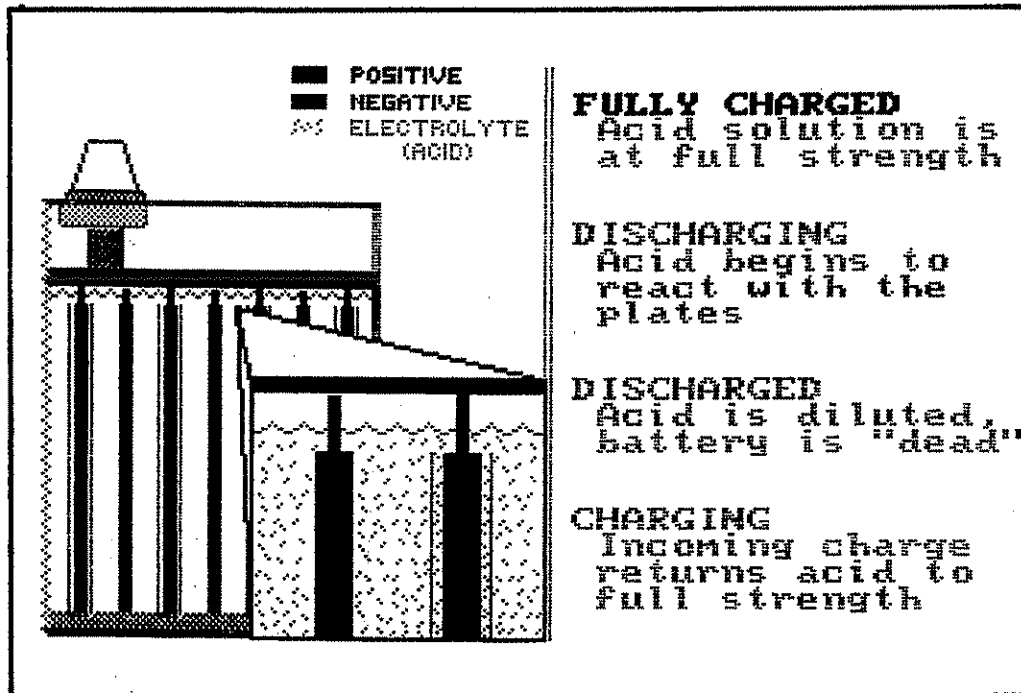


FIG. 56

766

FIG. 57

768

